[illegible] PRICE 15 CENTS

BROADCASTING

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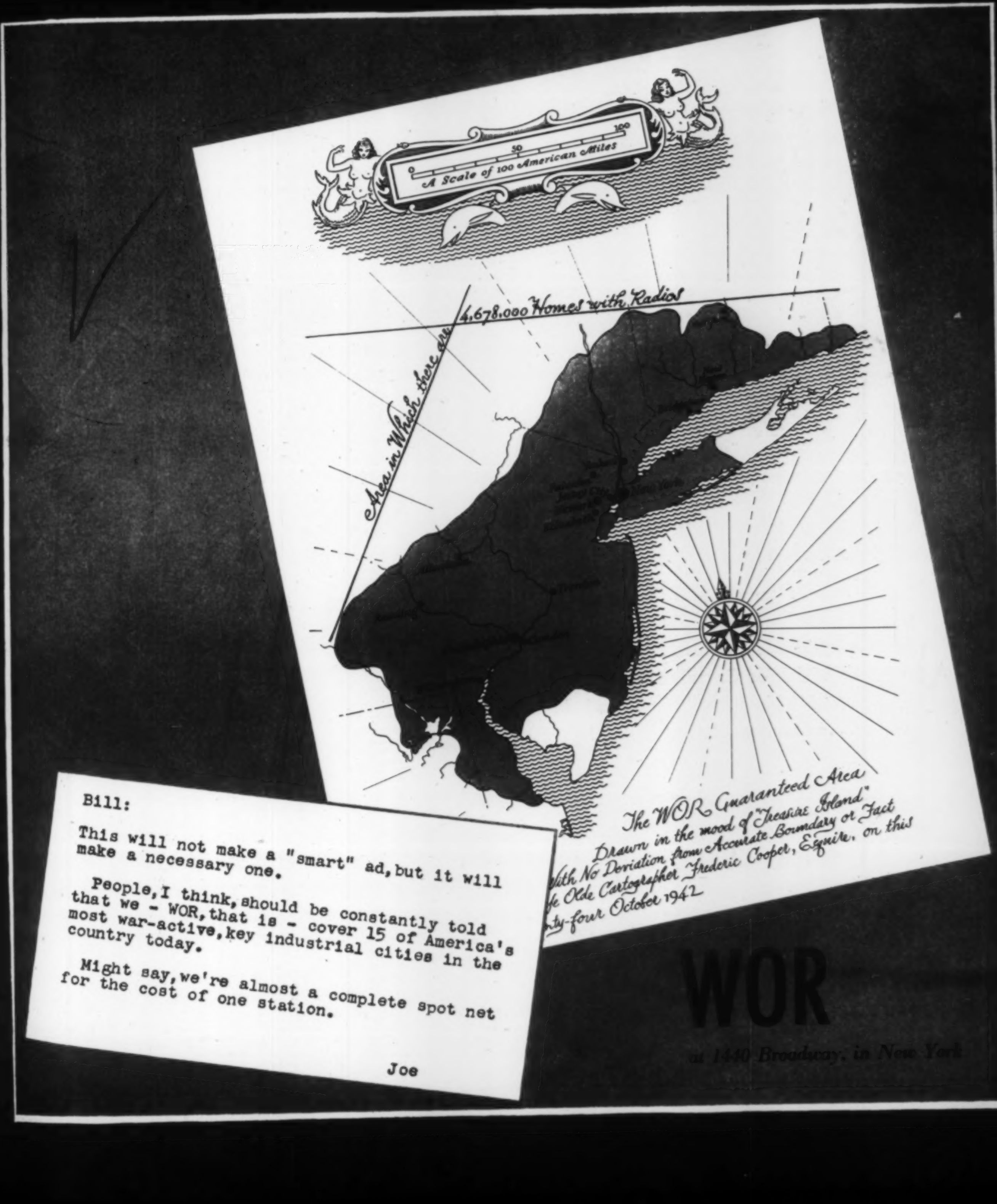
NOV 7

The Weekly [illegible]
Broadcast Advertising


A Scale of 100 American Miles
50
100
Area in Which there are 4,678,000 Homes with Radios
The WOR Guaranteed Area
Drawn in the mood of "Treasure Island"
With No Deviation from Accurate Boundary or Fact
Ye Olde Cartographer Frederic Cooper, Esquire, on this
nty-four October 1942

Bill:

This will not make a "smart" ad, but it will make a necessary one.

People, I think, should be constantly told that we - WOR, that is - cover 15 of America's most war-active, key industrial cities in the country today.

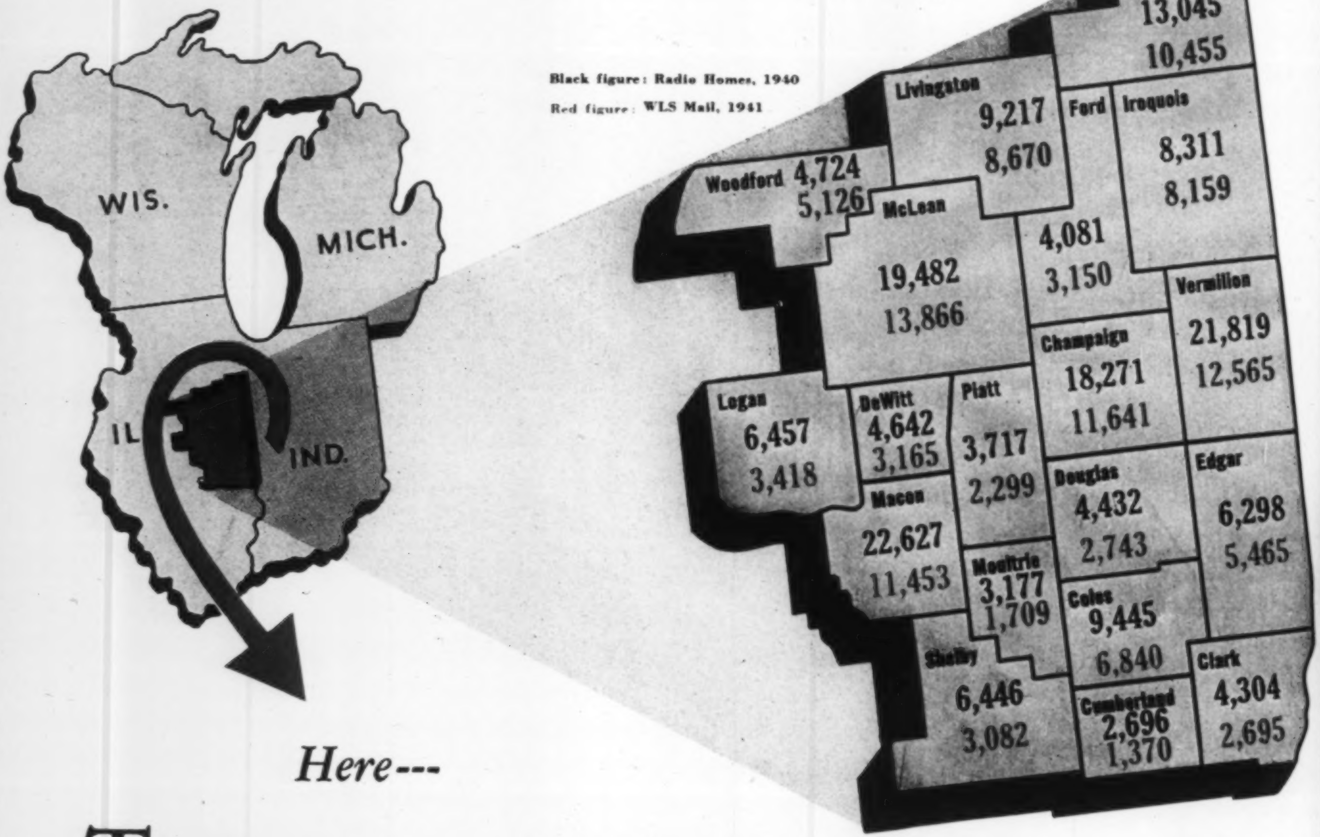
Might say, we're almost a complete spot net for the cost of one station.

Joe

WOR

at 1440 Broadway, in New York

Intensive Coverage — *in Central Illinois. This is the second in a series of advertisements showing WLS coverage* by counties *in Midwest America. These 19 counties comprise the 17th, 18th and 19th congressional districts of Illinois.*



Black figure: Radio Homes, 1940

Red figure: WLS Mail, 1941

WIS.
MICH.
IL
IND.
Kankakee 13,045 10,455
Livingston 9,217 8,670
Ford 4,081 3,150
Iroquois 8,311 8,159
Woodford 4,724 5,126
McLean 19,482 13,866
Vermilion 21,819 12,565
Champaign 18,271 11,641
Logan 6,457 3,418
DeWitt 4,642 3,165
Piatt 3,717 2,299
Douglas 4,432 2,743
Edgar 6,298 5,465
Macon 22,627 11,453
Moultrie 3,177 1,709
Coles 9,445 6,840
Shelby 6,446 3,082
Cumberland 2,696 1,370
Clark 4,304 2,695

Here---

TWO Out of THREE Families Wrote Us!

HERE, in Central Illinois, there are 173,491 radio homes. Last year, WLS received from this area 117,871 letters—representing 68 letters for every 100 radio families, or better than two out of three!

That's intensive coverage . . . but these districts are only a small part of our WLS Major Coverage Area. Throughout most of Illinois, Indiana, Wisconsin and Michigan, radio listeners habitually turn to WLS. They listen and respond . . . with more than a million letters a year!

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

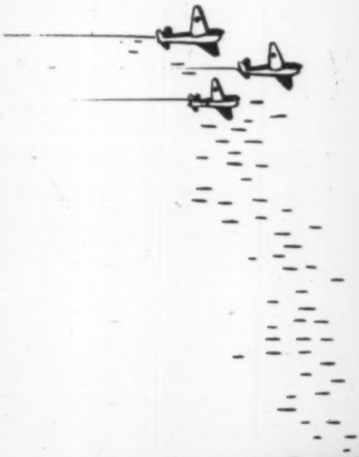
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL



HOW TO SPOT A GOOD SPOTTER

☛ HE GETS ALL 3 WHEN HE BUYS TIME

Many a time buyer is doing double duty these days as a spotter both for his office and the OCD. And when he's buying time, your good spotter uses the *"Rule of 3"*.

In any one market, he places his spot campaign with the radio station which gives him the best combination of coverage, programs and rate.

In the rich Hartford Market, his first choice is WDRC.

Here's how the *"Rule of 3"* fits WDRC:

As Connecticut's Basic CBS Station, WDRC gives complete coverage and a top-flight program schedule.

With a low uniform rate for all advertisers . . . national, regional and local . . . WDRC does a big job at a low cost in this important market.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

No Sir, By Gad . . . Jones is no longer with us! . . .

ADVERTISING
SMITH
SMITH
SMITH
SMITH
SMITH
SMITH
and
JONES

The rascal has opened his own agency . . .

But then, you too, can learn the secret of success. Simply put your accounts on KFAB.

You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the *cycle* in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB . . . act on KFAB's suggestions . . . buy what KFAB recommends! You, therefore, *need* this station to do a *complete* selling job for your accounts.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 20 NOVEMBER 16, 1942

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

WOL
FOLLOWS THRU!

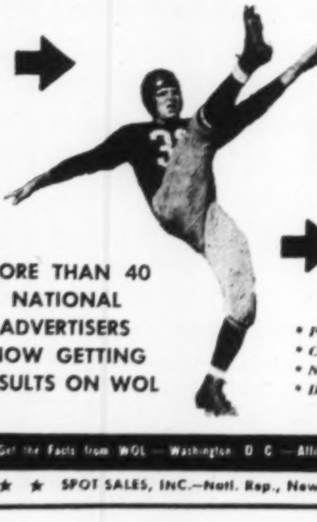
MORE THAN 40
NATIONAL
ADVERTISERS
NOW GETTING
RESULTS ON WOL

WOL does a COMPLETE job for every advertiser . . . and *follows through* with a top-notch announcing staff and program personnel to a complete merchandising department that assures the success of every program or announcement. Among the many helps are:

- *Personal calls on wholesalers and retailers*
- *Courtesy pre-announcements*
- *Newspaper advertisements and publicity*
- *Direct mail to selected lists*

Get the Facts from WOL — Washington D C — Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★



Soldiers of the Press

Henry Gorrell
Robert Miller
Richard McMillan

SHOULDER to shoulder wi… war fronts of the … American pres… You wi… …

out's watch aboard a convoy … the Arctic dark for Murmansk.

With the troops and crews and squadrons the correspondents face every hazard of war: gun-fire and capture and pestilence, hardship and tension and tedium. They face these things at the risk …

… any mili… …ters for … They … can to … to know … democratic …ety. With all the … here must know the … quickly—in order to plan and … our victory.

…tured on these pages are a representative few of that unarmed army of men whose dispatches bring us the truth. To them and their legion of associates in their own and kindred world-news services, to the soldiers of the press, the American war correspondents, this advertisement is a salute.

UNITED PRESS

EXTRA!

FOR ALL U. P. RADIO CLIENTS

To all its radio news clients, United Press now is releasing a new 13-week series of 15-minute transcribed shows entitled "SOLDIERS OF THE PRESS."

These shows dramatize vividly the experiences of United Press war correspondents in getting close-up, eye-witness reports of action on the fighting fronts. All transcriptions are open-end, for local announcements.

Henry Gorrell's flight in a U.S. bomber raiding Navarino Bay, Robert Miller's landing with the first U.S. Marines at Guadalcanal, Richard McMillan's advance with the 51st Scottish Highlanders who broke through at El Alamein are the first in this action-packed series.

Stations already are reporting that listeners are going for this stirring program—and that sponsors are bidding for it.

United Press, of course, makes no charge to clients for "SOLDIERS OF THE PRESS." It's a magnetic feature-bonus to the service which brings radio the world's best coverage of the world's biggest news.

UNITED PRESS

WENR attracts important people

—and we mean advertisers

Andrew Jergens Company—*Walter Winchell and The Parker Family*
Bristol-Meyers—*Dinah Shore*
Coca-Cola—*Spotlight Bands*
Ford Motor Co.—*Watch the World Go By*
General Foods—*Don Winslow*
General Mills—*Jack Armstrong and Lone Ranger*
Longines-Wittnauer Watch Co.—*Symphonette*
Miles Laboratories—*Quiz Kids and Lum & Abner*
Pabst Brewing Co.—*Professional Football Games*
Maurice B. Sachs Clothing Co.—*Amateur Hour*
Dr. Earle Sloan, Jr.—*Gang Busters*
Socony-Vacuum—*Raymond Gram Swing*
Williamson Candy Co.—*Famous Jury Trials*
Wander Co.—*Captain Midnight*

☆

Complete list on request

■ Yes, we mean advertisers—big ones whose products are household names. Many are now using WENR and getting the extra value WENR offers all advertisers in the rich Chicago market. But that's only half the story. The splendid programs of these advertisers are also attracting more and more listeners to WENR, building a loyal audience that is becoming increasingly valuable.

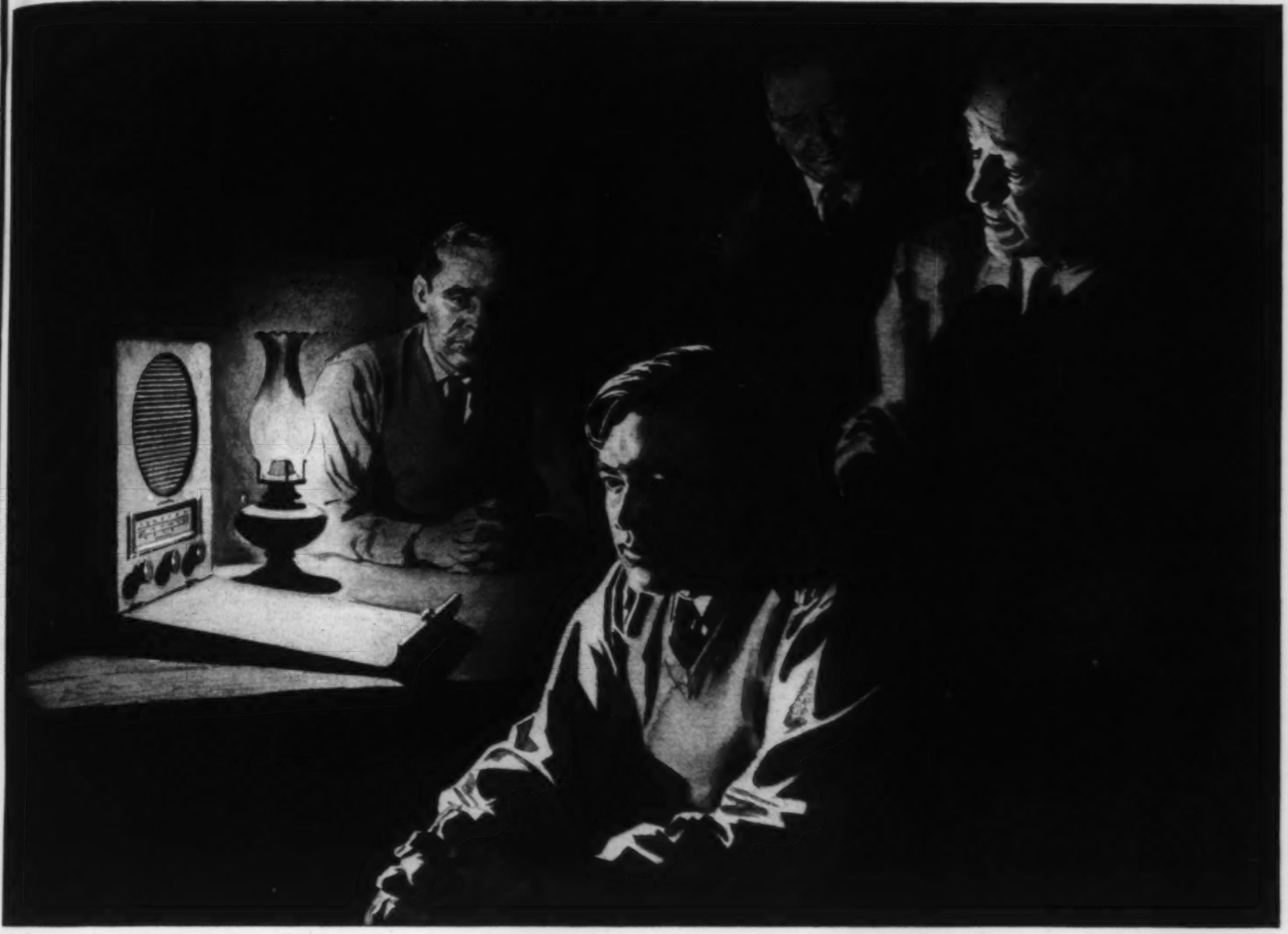
Now is the time to climb with WENR. It's an opportunity you seldom find. WENR is not only the best buy in Chicago but has a brilliant record of performance. Ask any Blue Spot Sales representative for details.

WENR

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS 890 Kc.

•

IS OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT



HERR BRAUN HAD A BROTHER IN COLOGNE

When the Nazis ordered Herr Braun to report for farm work in the south of Germany, he made an arrangement with his brother, who worked in the railroad yards. He was to write him from Cologne every week, no matter what happened.

For a while the letters came. Written on cheap, thin paper, they always said the same thing: "Am as well as can be. Nothing new in Cologne."

But one week the letters stopped. No explanation. No reason... Of course, Herr Braun did see a little item in the local Nazi paper about an ineffective British raid on Cologne. But didn't the paper say the damage was small – mostly schools and hospitals? And wasn't the Luftwaffe invincible? It would never let the enemy reach Cologne in force.

... Still, the letters did not come. And besides, Herr Braun began to hear strange rumors... spread quietly behind the backs of the Nazis... disturbing rumors about a big raid on Cologne... the biggest air raid in history...

One night Herr Braun tuned his radio to a forbidden station – an American short-wave station. And there it was – the facts, the figures, the full grim story of the mighty German city blown to bits from the air... Yes, the railroad yards were destroyed.

And Herr Braun began to wonder... So the Nazi paper had lied. The Luftwaffe was *not* invincible. The British and Americans would come and bomb German cities despite Der Fuehrer's boast that it would never happen ... And the faith of Herr Braun began to fade. The faith Goebbels and Goering and Hitler had been building up in Herr Braun for nine long years – began to crumble.

* * *

RCA equipment, used by short-wave stations WRCA and WNBI, is helping reach thousands of Herr Brauns with the truth... the truth to shake their faith in Fascism. But together with the destruction of that faith, these messengers from America are molding a *new* faith. A faith that out of the chaos and destruction, out of Nazi defeat, and out of the victory of the United Nations – will come a better and freer life... for Herr Braun and for all the world.

★ BUY U. S. WAR BONDS EVERY PAYDAY ★

RCA BROADCAST EQUIPMENT

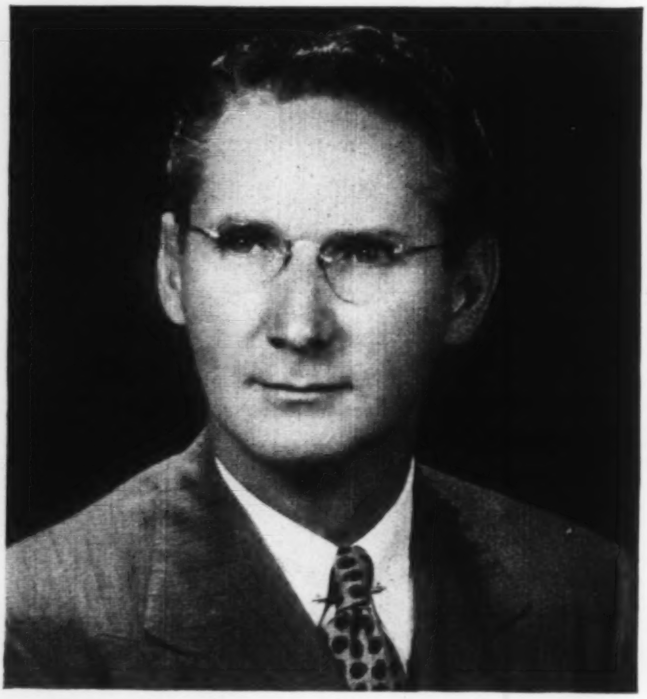
RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

FRANK QUINN

MANAGER, KOB, ALBUQUERQUE

1926—Salesman, Early Coffee Company, Denver
1931—Manufacturers' Representative, Denver
1933—Salesman, Radio Station KLZ, Denver
1935—Commercial Manager, Radio Station KLZ, Denver
1939—Manager, Radio Station KOB, Albuquerque
1939—Exclusive clear channel operation on 1180 KC
1940—Assigned to 1030 KC
1941—Power increased to 50,000 watts, day, 25,000 watts, night
1941—Special authorization for 770 KC



TO Frank Quinn, the command "Go West, young man" was not a romantic directive to fun and fortune—it was *doctor's orders,* and pretty grim business at that. But Frank did go West, was completely cured, and then found fun and fortune in the bargain! Today as manager of KOB, 50,000-watt NBC and Blue outlet, Frank is one of the really successful radio men in the Southwest, and it would probably take nothing short of dynamite to move him East again — or $25,000.00 NET per year!

Far be it from us to act like Pollyannas, but it does seem to us that all the old gags about silver linings really do work out in most amazing ways. Take our own corporate beginnings, for instance. Free & Peters was founded in the "merry" month of May—1932! At that time strong old companies were falling like ten-pins. Business prospects were about as optimistic as a death rattle, and when we claimed we were going to be radio-station representatives, nobody had even heard the expression before. But we started up just the same, and we guess you know the rest.

Today lots of people are again discouraged about the future. *We're not.* We're going right ahead doing the best job we know how, to make spot radio easier to use, easier to buy, easier to cash-in on. And we'll take any bets you offer that when the War is over, we're still going to be the firm you prefer to do business with, here in this group of pioneer radio-station representatives!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 20 WASHINGTON, D. C., NOVEMBER 16, 1942 $5.00 A YEAR—15c A COPY

Advertisers Mustered for War Campaign

Government Urges ANA to Expand Its Help

WARTIME advertising problems, especially those calling for close cooperation between the advertising industry and the Government, occupied the spotlight at the wartime meeting of the Assn. of National Advertisers, held at the Hotel Pennsylvania, New York, last Wednesday and Thursday, to the complete exclusion of all other topics from the convention program.

Speakers from advertising and from Government, many of the latter advertising veterans who are currently lending their knowledge and skills to the nation's war program and who expressed a feeling of being "home again" in the midst of the ANA membership, praised the contributions advertising has already made in the war effort and urged the national advertisers to increase their cooperation with the Government in the coming year.

Council Praised

The Advertising Council was especially lauded for its fine work in coordinating the contributions of advertising with the requirements of the Government.

The speakers from Washington, discussing frankly the suspicion with which some Government officials view all advertising, explained that this distrust is not at all unanimous and stated that the industry's outstanding contributions to the war are winning many converts to the side of advertising by demonstrating its unique ability not merely to inform the public but to stimulate them into action.

Disavowing any idea of using the war as a screen to put over any anti-advertising legislation, they asserted that whatever restrictions had been placed on manufacturing and marketing civilian goods have been done solely because they were necessary to help in the job of winning the war.

As Chester J. La Roche stated, advertising's voluntary contributions may in the future result in the entrance of the Government into the field of national advertising as one of the largest users of paid space and time.

'Path Is Clear'—Cowles

Chairman Donald M. Nelson, of the War Production Board, in his address at the Wednesday evening dinner session, mentioned the curtailments in production of consumer durable goods, the limitation of basic raw materials to the manufacture of absolutely essential articles and the rationing of other essential commodities and stated, "We are doing these things because we have to do them to win the war and for no other reason." [See report of speech on page 11.]

Gardner Cowles Jr., head of two newspapers, a magazine and four radio stations as well as director of the OWI's domestic operations, stated his conviction that "a free enterprise system is the bone structure of a free political and social system and that advertising—of the right sort and properly used—is absolutely essential to a continuance of free enterprise in the United States."

West Sounds Keynote

Urging advertisers to be realistic in their thinking in these days of total war, Paul B. West, ANA president, opened the meeting on Wednesday with an address which listed the functions of advertising under the changed conditions of a wartime economy, as follows:

"To continue to inform the public in those cases where there are products to sell.

"To inform the public about the changes in the quality, content and appearance of a product necessitated by the war.

"To help the war effort by informing the public and arousing action in such a way that the public, the industry and the war effort will all benefit. The salvage campaigns are a good example.

"Incidentally," he continued, "this is the best kind of institutional and goodwill advertising. Many companies will be dependent on this kind of advertising, when they are wholly converted or in large part converted to war works, in order to preserve the values they have built up for their trade marks and trade names.

"To inform the trade, as in the case of the public, as to changes in quality, styles, etc., and of postwar, new-product developments. This function becomes increasingly important as salesmen are necessarily withdrawn.

"As a means of stimulating plant

Senate Inquiry Into Petrillo Ban Set

Clark's Subcommittee To Hold Hearings; NAB Ready

A BROAD inquiry into the AFM ban on transcriptions and records was assured last week when Senator Wheeler, chairman of the Senate Interstate Commerce Committee, appointed a subcommittee to hold hearings on the resolution (S. 2874) introduced Oct. 23 by Senator Clark (D-Ida.). Senator Clark, who has been in the forefront in demanding a probe of Music Czar James C. Petrillo's rampages, will head the subcommittee and he has indicated he will probably start the hearings late this month or early in December.

Other members of the subcommittee are Senators White (R-Me.), co-author of the Communications Act of 1934 and the Radio Act of 1927; Tobey (R-N.H.), long a critic of radio; McFarland (D-Ariz.); Tunnell (D-Del.). Senator Clark said he will call his committee into executive session early this week to decide upon procedure, which may involve calling Mr. Petrillo as the first witness.

Every segment of the broadcasting, transcription, recording and associated industries is expected to be prepared to lay its case before the committee, which has a $5,000 appropriation for the hearings.

Last Friday Sidney Kaye, special NAB counsel, conferred with Senators Clark and Wheeler, accompanied by C. E. Arney Jr., assistant to NAB President Neville Miller. Shortly after their conferences on Capitol Hill, the NAB for the first time revealed the personnel of its Music Steering Committee, appointed last summer by the NAB board to act for it between board meetings.

Steering Committee

The existence of this committee had been kept secret until last Friday. It has no chairman, though its executive officer is Mr. Miller. Its membership comprises Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, who served as interim president of the NAB during the previous dispute with AFM over musician employment; John Gillin Jr., WOW, Omaha; Kolin Hager, WGY, Schenectady; Harry LePoidevin, WRJN, Racine, Wis.; Paul Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.

Upon revelation of the Steering Committee's existence, the NAB made the statement that it "has been preparing for the next move on the Petrillo front, whether that move will be the forthcoming investigation of the Petrillo ban under Senate resolution, litigation or any other activity that may be indicated." Adding that much factual data on the effect of the ban and as to the availability of musicians throughout the country has been prepared for presentation, the NAB asked all station managers to reply at once to questionnaires sent out earlier this month as to the impact of the ban on their broadcasting activities.

"The replies so far received," it was stated, "have indicated that in town after town new and acute shortages of trained instrumental musicians have been caused by the enrollment of musicians in the armed services and in war industry."

Also, last Friday, the Steering Committee issued to all stations a statement setting forth its conclusions, as a representative cross-section of the industry, which review and clarify "the basic position of the broadcasting industry

(*Continued on page 61*)

morale, better employe relations, better workmanship."

Speaking on "Advertising in Total War", Chester J. LaRoche, chairman of the board of Young & Rubicam and chairman of the Advertising Council, urged that advertising men "stop thinking of ourselves merely as men who write or okay advertising. Instead, let us see ourselves as an industry making a mighty war product. We are the West Pointers—the Annapolis men of our psychological warfare."

Congress Problem

Stating that there is no complete agreement on the desirability of Governmental use of paid advertising, either in the advertising industry or in Government, he pointed out that neither the former Office of Facts & Figures nor the new Office of War Information has asked Congress for an appropriation for paid advertising, apparently thinking that this is not the time to make such a request.

"Suppose Government officials decided to try to get advertising appropriations from Congress. They would have to take time from their important war work to present a case for advertising (a case, by the way, which advertising itself has not presented). Isn't it better, instead of debating now, to get advertising action now? And they can get action!

"They can get it from advertisers both local and national. They can get it simply by making known their needs. Hundreds are eager to help. Hundreds have offered to help. Recognizing the need for action more than a year ago, the entire advertising industry— advertisers, media and agencies, large and small, from coast to coast—organized to make their facilities available to the Government. They financed the effort with $100,000 from their own pockets, and organized the Advertising Council."

Thousands of Ads

Describing the Council as a volunteer organization with a paid staff "just large enough to give continuity and business management to the volunteer help of all of us," Mr. La Roche explained the way in which the Council works to help put over a Government war message and reviewed some of its accomplishments, including the radio allocation system, the writing of advertisements for the Treasury, the organization of the scrap salvage campaign and the many details of carrying it through, even to aiding the Government in finding the funds to finance the campaign, and the fats salvage campaign.

"Over 4,000 advertisements have been provided by the Council creative groups for submission to the Government. In addition there have been scores of portfolios, leaflets and folders written and hundreds of posters developed. One agency alone has written and produced in the last seven months over 2,500 radio shows and spots for the Government.

New ANA Chairman

CHARLES G. MORTIMER JR.

"Measured with reasonable accuracy, the war work done to date by the various advertising agencies shows that their volunteer time amounts to the equivalent of $3,000,000 in payroll time. The Dept. of Commerce estimates the donations of space and time to the Government at $60,000,000. In addition to the organized help offered by the Advertising Council, the government has been aided by the initiative of many advertisers acting on their own."

Looking at the prospects for the future, Mr. La Roche said that while "there is little doubt that Government advertising help from certain sources is going to shrink very greatly in the next year, the skrinkage will probably be more than offset by four very unusual and powerful sources of help that may be opened to the Government.

Watchful Minority

"I doubt that Government officials would use advertising appropriations to further selfish political interests. Any efforts in this direction would be pointed out promptly by the minority. The advertising itself would be too much out in the open.

"*Will Congress appropriate the money?* I think they will, if it becomes necessary to do so. They appropriated $85 million for Kaiser to experiment in war planes. If and when they are given an understanding of what advertising can do toward unifying the country, I am sure they will respond to any reasonable request that Mr. Elmer Davis, head of the Office of War Information, for example, might make.

"*Will the Congressmen and Senators interfere with the administration of an appropriation?* I think some might, if they are not properly informed. The job of informing them is up to the advertising business. What advertising man has ever spent time with a Senator or Congressman to tell him how advertising works? However, there has been little or no interference with the sizable Navy campaign.

"I hope I have made it clear that war conditions should not allow us to stop what we are doing and enter into a debate for paid advertising. I am for the principle of paid advertising, when conditions make it desirable. But I am dead against the advertising man who sits back and feels there is nothing to do until the Government decides to buy paid space. Let us bury our disputes as to whether paid or donated advertising should do this job. For of one thing I am certain—the *need* will not wait. *This job must be done now!*"

Cowles and Council

Praise for the Advertising Council and a plea for greater cooperation by advertisers were expressed by Gardner Cowles Jr., director of domestic operations of the OWI.

Stating that when he went to Washington in July he found many problems which called for the talents of trained advertising men but only rare instances where advertising men had been called in, he said that he quickly decided "to set up in OWI a Bureau of Campaigns and to call heavily on the Advertising Council to give us the best possible talent from the advertising world.

"Whenever now any Government agency has a program which requires explaining to the public, and which calls for action by the public, we put the Bureau of Campaigns to work studying and analyzing the problem. Frequently this first involves getting several different Government agencies to agree on what the problem is and how best it may be tackled.

"Then the Bureau of Campaigns calls on the Advertising Council and works out a complete program, including the copy theme, the part to be played by each of the various media bureaus of OWI, and the part to be played by private industry.

"Your Advertising Council not only sends us top men to help in working out the programs of the Bureau of Campaigns, but also serves as the very important contact between the Government and the voluntary help from commercial advertisers. And right here I want to express my views on this voluntary help from commercial advertisers, because it is becoming increasingly important.

1943 ANA Officers

Chairman of the Board—Charles G. Mortimer Jr., General Foods Corp.
Vice-Chairmen — Carleton Healy, Hiram Walker Inc., (reelection); C. C. Carr, Aluminum Company of America.
President—Paul B. West (reelection).
Newly-Elected Directors—Thomas H. Young, U. S. Rubber Co.; H. M. Warren, National Carbon Co. (reelection); Robert V. Beucus, Andrew Jergens Co.; H. W. Roden, Harold H. Clapp Inc. (reelection); H. H. Simmons, Crane Co.; Gordon E. Cole, Cannon Mills.
Hold-Over Directors—Albert Brown, Best Foods Inc.; Robert B. Brown, Bristol-Myers Co.; A. O. Buckingham, Cluett Peabody & Co.; Paul S. Ellison Sylvania Electric Products; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; J. P. Miller, Pet Milk Sales Corp.

They Would Compel

"Almost daily at OWI we get letters and calls from people urging us to *compel* different media to do this or that, to *compel* industry to stop advertising or to make industry advertise only in accordance with some Government strait-jacket plan. I always reply to these compulsion suggestions by trying to explain the fundamental nature of advertising. It supports the information media which make democracy possible. The whole pattern of our American way of life would change if the heavy hand of Government guided all media and all advertising.

"In the year ahead Government campaigns are going to need help in a major way from the advertising world. We are going to need administrative talent to help us plan, and much donated space and time. Except to a limited degree, the Government itself can not wisely, in my opinion, buy paid space or time. The political handicaps do not permit such an operation on a big scale even if a sound case for it can be made out on paper.

Must Have Help

"The real lift to Government campaigns must come from space and time donated by commercial advertisers. We in OWI are struggling right now with more than 60 Government problems, important problems, which the American people must understand, and do something about, if the war on the home front is to move ahead wisely and efficiently.

"Is this asking too much? After all, what matters—what really matters in 1943—except that we make substantial strides toward winning this war? The burden of the cost of winning can not be spread with absolute justice. Industry must enlist with all its resources. There isn't time to work out the equitable details."

Dyke Tells of Campaigns

The operations of the OWI Bureau of Campaigns were explained in more detail by its director, Ken R. Dyke, who followed Mr. Cowles in the morning session. Pointing out that a Government advertising campaign needs as adequate planning and preparation as that of a commercial advertiser and that there are now 64 Government campaigns under way, most of them involving from three to five separate Government agencies, he said that the Bureau's function is chiefly that of a traffic cop.

First, he said, the bureau at-

(*Continued on page 54*)

Nelson Reviews Advertising's War Role

WPB Chieftain Points To Curtailed Field Of Operations

ADVERTISING has a useful role in the war effort but in turn will operate in a rather sharply restricted field, Donald M. Nelson, chairman of the War Production Board, told the Assn. of National Advertisers at its Nov. 11 dinner meeting at the Hotel Commodore, New York, during the ANA's annual session.

Candidly reciting what the war is doing to the nation's economy, he reminded the ANA that the war won't last forever. When it ends, he predicted, "our American free enterprise system is going to face the most magnificent opportunity any man could ask. If we have wisely preserved the basic structure of our economy during the war, we can then move on to a higher level of useful activity than we have ever known before. Dark and terrible as these hours of war may be, there are a test which our America is going to pass with flying colors."

Overconfidence Warning

Mr. Nelson warned advertisers and media that the nation must not smugly lick its lips over recent military successes. Rather, he said, the buoyancy and confidence must be turned back into war-winning achievements.

Excerpts from Mr. Nelson's talk follow:

"We are fighting this war to make possible the continuation and the constant improvement of that complex set of economic, social and political privileges which we fondly refer to as 'the American Way of Life.' There are many different elements in that way of life, of course, and you could probably define it in any one of a dozen different ways. But on the economic side it is perfectly clear that this way of life we are fighting to maintain is based on the greatest possible degree of plenty for the greatest possible number of people. It always has meant that, in America, and unless we lose our ideal completely it always will. Now in this modern world, plenty means mass production. The successful working of a mass production system is basic to modern America's way of life.

"Advertising is part of our communications system. As far as industry is concerned, it is an essential part. It is the means by which business can address itself to people from one end of the country to the other. It is essential—as far as I can see, it always will be essential—to the attainment of a high standard of living. Hence it has a vital role to play in modern American life. If it were removed we should have to develop an entirely different kind of distribution system—which is to say that we would be compelled to remodel our entire economic structure.

"We can agree, therefore, that in ordinary times advertising has an absolutely indispensable place in American life. But these are not normal times. They are by all odds the most abnormal times we in America have ever lived through, because the emergency our country faces is an unlimited emergency. I would like to spend just a moment reminding you of the terrific impact which this war is making on our whole economic system in order that you may understand clearly why the normal course of our distributive and marketing mechanism has got to undergo great changes until the war is won.

Advertising's Role

"Therefore it is utterly impossible for any of us to think of advertising in peacetime terms today, just as we can no longer think of any other part of our economic structure in peacetime terms. We can agree at the start that whatever role advertising may have in this war, it won't be the role it has known in the past.

"What place, then, does advertising have in a war economy? Is it simply doomed, until the war ends—an instrument magnificent for peace but utterly useless in time of war?

"To the greatest possible extent, we are going to cut out the waste of manpower and the waste of material in the production of civilian goods by a process of simplification of lines and styles. Sometimes simplification is confused with standardization. Complete standardization eliminates competition and initiative. It deadens the whole economy. Except perhaps in a few instances, it does not offer a better solution to our pressing need for more material and more manpower. Complete standardization would mean to me that we would all be in uniform—and possibly in blue denim, at that.

Preserve Enterprise

"But we must push simplification, because it will enable us to get more goods with less manpower and less material. It will help us to gird our strength for war, giving the civilian population the greatest quantity of essential goods at the greatest saving in time, material and energy—and it will also leave room for individual enterprise and initiative even in a war economy.

"In fact, *because* it does leave room for initiative it will be more effective than straight-out standardization could hope to be. It will enlist American enterprise in the program. We are determined, not merely to preserve our free enterprise system, but to use it to the limit in this great fight for its survival.

"All of this is just another way of saying that our distributive and marketing machinery still has a vital role to play in our economy. It is a role vastly different from that of peace, but it is still a vital one. It can help to cushion our conversion to an all-out war effort; through it, our basic structure can be preserved and kept sound for the years of peace and prosperity which lie ahead.

Concentration Plans

"Concentration is a necessary step. Most of our civilian industries cannot expect to operate at anything resembling their normal peace-time capacity. In many cases the operating level will be so low that if all of the units in the industry were kept in operation, no one could operate at a profit; at the same time, there would be an immense waste of factory capacity and man-power, and waste of that kind is the one thing above all others which we cannot tolerate in an all-out war economy.

"When you start concentrating an industry into a few factories, you face many problems. There is the problem of preserving the dealers, for in many instances the dealers play an important part in keeping the products in repair. There is the problem of what to do with the plants that are closed down, and the problem of the distribution of profits. The solution of all these lies ahead of us. It unfortunately is not possible at the present moment to give you a clear blue-print of the whole thing so that every manufacturer can know exactly what to expect.

"But I can tell you this. The job won't be done on a hit-or-miss basis, and it won't be handled in an arbitrary manner. We are preparing a complete program for the production of civilian goods in American during the coming year. Industry will be consulted in the formation of this program. Every effort will be made to get a well-rounded opinion before we act. And as concentration programs grow out of this over-all civilian program, the industries concerned will again be consulted and we will do everything well-intentioned men can do to evolve programs that are fair and equitable.

Bright Spots

"I won't pretend that this makes a bright picture for the individual business man. But I insist that the picture is not wholly black, either. I see no reason why any man should assume, now, that no scope is going to be left for the free exercise of his talents: I see no reason to assume that the field is going to tighten up so much that advertising will not still have an important job to do in the distribution of goods.

"For advertising, I must repeat, is an essential part of our communications system. We dare not destroy or cripple that communications system in war time, and we have no remotest desire to do so. Indeed, precisely because some

(*Continued on page 62*)

NAB Looks for New Quarters As U. S. Leases Present Site

NAB's Finance Committee went into a huddle in Washington last weekend with C. E. Arney Jr., assistant to President Neville Miller, who is now in the West attending district meetings, to determine the course to be taken as a result of final orders received last week to vacate the ninth floor of Washington's Normandy Bldg. to make way for the staff of the Reconstruction Finance Corp. synthetic rubber program.

Along with several score other tenants, NAB must vacate the premises by Dec. 5 under a condemnation order posted by the Government requiring all tenants to vacate. In view of the overcrowded office building situation in Washington, it appeared virtually a certainty that NAB would undertake to purchase a residential or store structure for its new quarters. Mr. Miller has empowered Mr. Arney to look over available properties near the downtown district with a view to purchasing.

The Finance Committee is headed by Frank King, WMBR, Jacksonville, and includes Harold Ryan, WSPD, Toledo, now assistant director of censorship for radio, and Paul Kesten, CBS vice-president, all members of the association's board. Their recommendations will be wired to board members in a referendum required by by-laws. Mr. Kesten was in Canada last Friday and designated Earl Gammons, CBS Washington representative, to sit in for him.

Some sentiment has developed for moving NAB's headquarters to New York, but this is not anticipated in view of the fact that practically the entire staff would be required to be in Washington most or all of the time, contacting Government departments and agencies on broadcasters' wartime problems.

The NAB by-laws require maintaining headquarters in Washington, and permit ownership of property. Since NAB pays $9,400 a year rental for its present premises, it is in a good position to purchase and finance new quarters. There are plenty of structures in the capital available for sale, but very few for rent.

XUM

Radio-Radar Unit Gains Importance In WPB Structure

Old Branch Now Full Division On Level with Aircraft Etc.

RADIO and radar take on new importance in the WPB functional structure as a result of the reorganization ordered Nov. 11, which promoted the old Radio and Radar Branch to a division on the level with aircraft, shipping and rubber, with authority to report directly to Charles E. Wilson, WPB vice-chairman.

With the exception of radio, shipping, rubber and aircraft, all other industries are combined as sections of five new commodity divisions, all under Ernest Kanzler, chief of the reorganized industry branch setup, and Ferdinand Eberstadt, WPB program vice-chairman, who has been newly named director general for operations.

Structure of the radio and radar group remains virtually unchanged, with Ray C. Ellis, formerly deputy director in charge of the branch, now a full division director, and each of the former section chiefs now a branch chief. Radio and radar branch chiefs are: Frank H. McIntosh, civilian radio branch; Marvin Hobbs, special electronics applications and radio & radar receivers and transmitters; Lt. W. A. Gray, vacuum tubes; S. K. Wolf, radio and radar components; Milton Lowenstein, critical materials; Myron Whitney, plant facilities and schedules.

F. S. Boland replaces Frank S. Horning as chief of priorities, and Mr. Horning takes charge of the Field Branch, formerly the industrial section.

While the new Radio and Radar Division reports directly to Mr. Wilson, thus simplifying and speeding up its activities, for administrative purposes it ties in with Mr. Eberstadt's Office of General Operations.

Dr. Miller McClintock Chosen First Paid President of Mutual

APPOINTMENT of Dr. Miller McClintock, executive director of the Advertising Council since its inception last winter, as first salaried president of the Mutual Broadcasting System has been announced by W. E. Macfarlane, business manager of the *Chicago Tribune*, one of the founders of Mutual and president since the network's inception in 1934. Mr. Facfarlane will continue as chairman of Mutual's executive committee. Alfred J. McCosker, president of WOR, New York, continues as chairman of the board of directors, and Fred Weber continues as general manager of the network. It is reported without verification, however, that Mr. Weber may shortly join the armed forces.

Stockholders Approve

Announcement of the appointment was made by Mr. Macfarlane following a vote of unanimous approval by the Mutual stockholders. The great increase in the number of MBS stations and in the volume of programs necessitates a paid president who can devote fulltime to the administration of Mutual activities, the announcement stated.

Dr. McClintock is 48 years old and a native of Nebraska. A graduate of Leland Stanford U and possessor of a Doctor of Philosophy degree from Harvard, he has served as director of the Bureau of Street Traffic Research, as executive head of the Traffic Audit Bureau and as technical director of the Advertising Research Foundation, where he supervised the inauguration of the continuing study of newspaper readership.

He will take over his new duties at Mutual in the near future, as soon as a successor has been appointed as executive director of the Advertising Council, which last week relieved Dr. McClintock of the duties of that post, at the same time electing him president of the Council.

DR. McCLINTOCK

Col. Stoopnagle Sponsored

SCHUTTER CANDY Co., Chicago (Bit-o-Honey candy bars), on Jan. 10, 1943, will start a weekly quarter-hour starring Colonel Stoopnagle, the comedian, on 40 CBS stations. Exact nature of the show's format has not been announced, but it will be heard Sundays, 1:45-2 p.m. Agency is Roche, Williams & Cunnyngham, Chicago.

Overnight Sponsors

AN INNOVATION in time-signal sponsorship is claimed by WJR, Detroit, which recently went to 24-hour operation. Bulova Watch Co., already using 18 time signals daily on WJR, has purchased them also every hour from midnight to 5 a.m. WJR also has sold 12:30-12:45 a.m. to United Aircraft Training.

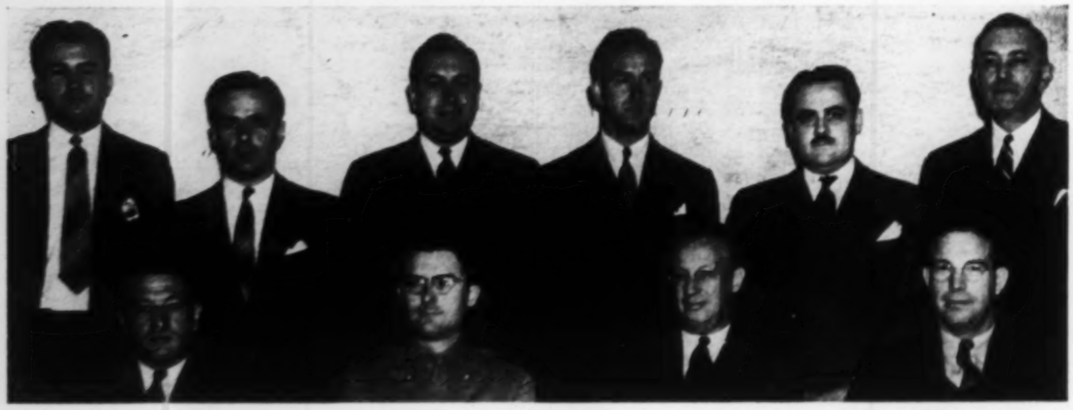


Photo courtesy Electronic Industries.

EXECUTIVES OF THE WPB Radio & Radar Division are (standing, l to r): Marvin Hobbs, chief, special electronic applications and radio & radar receiver and transmitter branches; Myron E. Whitney, chief, plant facilities & schedule branch; Gerald E. Miller, staff assistant; Frank H. McIntosh, chief, civilian radio branch; Sidney K. Wolf, chief, radio & radar components branch; Frank S. Horning, chief, field branch; seated (l to r): Milton J. Lowenstein, chief, critical materials branch; Lt. William A. Gray, chief, vacuum tubes; John S. Timmons, assistant to the director; Ray C. Ellis, director of the division. F. S. Boland, chief of priorities, is missing from the group.

AFM Local Signs In Detroit Dispute

Pact Grants Pay Rise, Shorter Hours, But No New Jobs

THE DISPUTE between the Detroit Federation of Musicians and the three Detroit stations—WXYZ, WJR and WWJ—was officially settled last Friday at 5 p.m. when the board of directors of the AFM Local 5 accepted the compromise proposals of the three stations. The new contracts with the three stations provide:

1. Reduction of hours from 18 to 16½ a week.
2. Increase in wages from $68 to $75 a week.
3. Fifty-two weeks of employment.
4. Two weeks vacation with pay.
5. Number of musicians employed on the three stations to remain at status quo.

No New Jobs

Negotiations were deadlocked for the last two weeks on the last provision. Although WWJ and WJR were using 21 men and WXYZ 17, the union had asked for a straight 21-man minimum, but accepted the compromise proposal for the retention of the present number of musicians on the three stations. Jack Ferentz, president of the local, said that he felt the new contracts represented an equitable adjustment by both sides.

The Michigan State Mediation Board acted as mediator in most of the negotiations. The contract must be submitted to the War Labor Board, which certifies pay raises under the stabilization order.

Lambert's Tests

LAMBERT PHARMACAL Co., St. Louis, is testing an anti-acid stomach tablet formerly called Milk-o-Mag with 33 one-minute announcements and a quarter-hour program weekly on WFBM, Chicago, and WIRE, Indianapolis. Expansion into other markets will probably be made as a result of the test, which is reported to be successful. Current contracts expire Dec. 21. Agency is Ruthrauff & Ryan, Chicago.

Harder Joins Army

GEORGE A. HARDER, advertising and publicity manager of Westinghouse Radio Stations Inc., has reported to Edgewood Arsenal, Edgewood, Md., as a captain in the Army Chemical Warfare Service. A veteran of the St. Mihiel and Muese-Argonne offensives of the last war, Mr. Harder joined radio in 1927, and was with WBZ-WBZA, Boston-Springfield, until 1940 when he took over the advertising and publicity post with Westinghouse stations at their Philadelphia headquarters.

KICD, Spencer, Iowa, has appointed Hal Holman Co., Chicago, as national representatives.

XUM

32 of radio's 50 leading programs are on NBC

The first CAB report on the new continuous recall basis shows that one network, NBC, not only carries 8 out of the first 10, 16 out of the first 20, but 32 out of the top 50 programs on the air!

This record is especially significant when you consider that the program-builders have not just two, but four, national networks to choose from. It goes a long way, too, toward explaining why NBC is today, as it always has been,

THE NETWORK MOST PEOPLE LISTEN TO MOST

Shortwave Outlets Geared for African Push

World-WideStation Taken Over on BWC Order

QUIETLY and without any publicity until after the North African invasion had gotten under way, the Office of War Information, unable to reach an agreement with World-Wide Broadcasting Corp. over terms of the leasing of its three international shortwave broadcasting stations in Boston (WRUL, WRUS, WRUW), took over those stations on Nov. 5 under a special order issued by the Board of War Communications.

The stations were immediately integrated into the hookups of the other 11 privately owned stations whose programming had earlier been taken over under leases calling for cost reimbursement until after the war [BROADCASTING, Nov. 2, 9]. World-Wide's setup was at once employed to prepare for the African propaganda campaign, and is now being so used under the OWI-Rockefeller Committee plan of time-leasing.

Secret Orders

When the higher OWI officials were secretly informed that all stations must stand by for the radio phase of the big American push in North Africa, they secured the order from WCB and sent Roy Corderman, chief of the facilities section of Robert Sherwood's Overseas Operation Division, to Boston to take over. He took possession at 3:30 p.m. Nov. 5, technically closing down the station but actually turning it over to the new governmental setup. He was said to have given notice that all World-Wide personnel would be retained, but the purpose of the summary action was not then disclosed—probably because it was not known to Corderman himself.

Not until Sunday night, Nov. 8, did OWI release an announcement in the name of Elmer Davis, OWI director, and James Lawrence Fly, FCC-BWC chairman, stating only:

"Because of the need of having all shortwave facilities available to the Government before offensive action by American troops started in the European theater, the War Communications Board on Thursday of last week took possession of Station WRUL, Boston, and made those facilities available to the Office of War Information. Fair compensation for use of these facilities will be determined in accordance with the statutory provisions which provide for government use of such facilities."

President's Recording

Except for Mr. Davis, Mr. Sherwood and Milton Eisenhower, associate director of OWI and a brother of Maj. Gen. Dwight Eisenhower, it is believed that no one in OWI had been told beforehand about the African invasion. President Roosevelt's transcribed message, in French, which went out over all stations and was many times repeated, had been recorded some time before by a military technician. Admiral William D. Leahy, the President's chief of staff, took personal charge of the recording, keeping copies here for release at the propitious time and dispatching a courier to London—and probably others to other points—with copies for broadcasts over all United Nations wavelengths at the signalled hour.

The secret was thoroughly kept.

Great Barrage

Both in its shortwave broadcasting directly from this country, and in its radio announcements from portable transmitters landed with the troops on the North African shores, the OWI's Overseas Operations Division is generally accredited with having performed a magnificently successful feat of radio coverage, and ever since the landings it has been on the air almost constantly with news broadcast in more than a score of languages. OWI stated last Thursday that its shortwave broadcasts of American news are "finding a tremendous audience in Europe and Africa." To prove this assertion, it quoted enemy broadcasts warning European and African people not to heed United Nations news reports.

All of this country's 14 shortwave stations, along with some additional radio telephone transmitters taken over from communications companies, went into action at 8:57 p.m. Saturday night (Nov. 7) to broadcast to the world, "Stand by for important announcements from the United States of America." Then, beamed to all parts of the globe, came the recorded speech of President Roosevelt in French, the announcement from the White House concerning the landings and the statement of Gen. Eisenhower.

First transmissions were in English, French, Spanish, Italian and Portuguese. Soon other languages were added and all stations went on the air on a 22-hour schedule, giving the news of military activities and the objectives of the United States.

Enemy Surprised

Apparently the Axis was taken by surprise by this shortwave barrage, because the enemy was not prepared to jam the transmissions effectively. Reception conditions, which had been bad earlier, turned good over the weekend.

It was stated that OWI had representatives with the armed forces, using portable transmitters at first and then more substantial fixed stations—all set up by the Army Signal Corps and all presumably being fed from OWI's New York studios as well as from Gen. Eisenhower's secret headquarters. Sealed directives were said to have been handed to the OWI field representatives before they left for their unknown destinations. OWI's broadcasters with the armed forces, however, were allowed to improvise their own announcements within the framework of the directives.

American troops, of course, can be presumed to have taken over broadcasting stations in the occupied territory which were not destroyed.

So elated were military and OWI officials in Washington over the apparent success of their "psychological barrage" via radio, as well as via other means of communications, such as wire networks and leaflet barrages, that it was indicated this phase of the campaign contributed notably to the quick termination of resistance of the French in Morroco and Algeria.

* * *

World-Wide's failure to turn over its stations to the Government concurrently with the country's other shortwave facilities, in the disagreement over program policy, ended abruptly when the Government took over the transmitters on Nov. 5, since which date World-Wide has been operating the stations for the Government but without the responsibility of programming them. Mr. Lemmon and his associates had previously contended that World-Wide's unique program structure had proved itself too valuable to be discarded, whereas the Office of War Information insisted on complete program autonomy.

'Order of Closure'

The formal "order of closure" of the BWC against the three World-Wide stations, issued by BWC as Order No. 24, bears the signature of FCC-BWC Chairman James Lawrence Fly and is attested by Herbert E. Gaston, Assistant Secretary of the Treasury who is BWC secretary. Its full text follows:

> Whereas, The Board of War Communications has determined that the national security and defense and the successful conduct of the war demand that the operation of International Radio Broadcast Stations WRUL, WRUS and WRUW shall be subject to control by the Government of the United States;
>
> Now therefore, by virtue of the authority vested in the Board;
>
> It is hereby ordered, That International Radio Broadcast Stations WRUL, WRUS, and WRUW be, and they are hereby designated for closure and, effective immediately, are hereby closed;
>
> It is further ordered, that notwithstanding the provisions of the paragraph immediately preceding, effective immediately, the Office of War Information, on behalf of the United States of America, be, and it hereby is authorized to use and control the said international radio broadcast stations and any or all of their apparatus and equipment in accordance with the terms of Executive Order 8964 of Dec. 10, 1941, and the Federal Communications Act of 1934, as amended, all in such manner and upon such further terms as the Director of the Office of War Information may deem necessary for the national security and defense and the successful conduct of the war.
>
> Subject to such further Order as the Board may deem appropriate.
>
> Done by the Board in Washington, D. C. at 3:30 p.m., Eastern War Time, November 4, 1942.

Broadcast, Shortwave Bands Cover AEF Drive Intensively

SO WELL GEARED after more than three years of training to handle spectacular news as it develops in World War II, American radio was able to take in its stride the news of the North African invasion by the Allies Nov. 7, giving the American people immediate and factual reports of the action, as well as speeding the news throughout the world via shortwave.

On a basis very different from the first years of the war, the networks did not cancel any of their commercial programs to carry special programs on the invasion, and only interrupted five commercial shows Saturday night when the news first broke. Regular news roundups were filled with reports from network correspondents at different points around the world, already organized to report on emergencies.

As soon as the "go-ahead signal" was given by Washington, the major networks came on the air with short bulletins on the Allied offensive in North Africa. CBS cut in on the Lucky Strike *Hit Parade* program from 9:02-9:05 p.m. with its bulletin, while NBC interrupted the *National Barn Dance* show, sponsored by Miles Labs. for Alka-Seltzer, at 9:26 p.m.

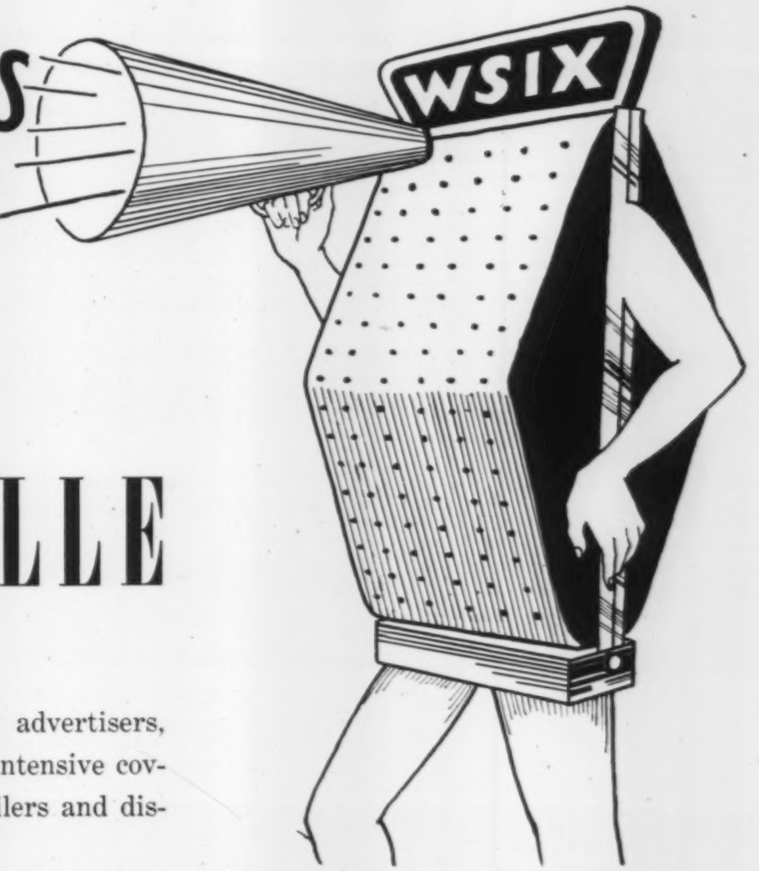
The BLUE announced the news at 9:30 p.m. and at 9:55 p.m. at the beginning and end of Coca Cola's *Spotlight Bands* show, and NBC again interrupted a commercial show at 9:40 p.m. when it presented George Putnam reading an English translation of President Roosevelt's French address during the *Can You Top This?* show, sponsored by Colgate-Palmolive-Peet Co.

CBS followed up its initial bulletin with further details at 9:45 p.m., cutting off a little over two minutes of the Pet Milk Co. *Saturday Night Serenade.* All three networks reported that full rebates

(Continued on page 58)

XUM

IF IT'S RESULTS YOU WANT



IN NASHVILLE

Blue STATION

No. 1 station with local advertisers, WSIX offers you the same intensive coverage that it delivers for Nashville retailers and distributors.

Its demonstrated ability to pull is a guide-post to the agency or advertiser whose campaign must get results.

Whether for a test run or as part of a general schedule, WSIX—5,000 watts, day and night, on 980 kc—offers an outstanding "buy"—a key station covering a big market now at the peak of prosperity.

Spot Sales, Inc., National Representatives

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Dissolution Is Voted by ABA As Lack of Interest Is Noted

Shepard Says Survey Revealed Half of Stations Replying Were Dissatisfied With NAB

AMERICAN Broadcasters Assn., temporarily organized in Chicago seven weeks ago as a trade group horizontally competitive with NAB, has voted to disband after a poll of stations indicated a disinterest in setting up the new trade group on a permanent basis with paid representation in Washington.

In an announcement following the one-day meeting in Chicago last Wednesday of the temporary board of directors, headed by John Shepard 3d, president of Yankee Network and temporary president of the projected association, the ABA stated, "In recent weeks the ABA, in a frank letter to all stations, stated its position and in a questionnaire attempted to elicit clearly the degree to which the thinking of its organizers was shared by all the broadcasters."

Half of Replies Favorable

From the replies, it was said that the board "cannot infer that the majority of stations are dissatisfied with the representation they are now getting, or are convinced of the seriousness of the situation."

Although the response was "disappointing", 50% of the stations who replied were in favor of setting up the permanent organization, it was said.

"We have shown," one board member said, "that there was widespread dissatisfaction with the NAB. This dissatisfaction probably represents a minority in the industry, but a minority that should be heard. The ABA in its short seven weeks existence, if nothing else, we feel has served to emphasize that all-important fact."

The dissolution of the ABA closes a chapter in industry trade relations that started with the formation of the Broadcasters Victory Council last January to act as all-industry wartime liaison with governmental departments. The industry trade associations—NAB, National Independent Broadcasters, Network Affiliates Inc., FM Broadcasters Inc. and Clear Channel Broadcasting Service—were represented on the Council, which was headquartered in Washington.

Dissatisfaction by a majority of the BVC with Washington representation of the NAB and with President Neville Miller was climaxed with the organization of the ABA last Sept. 25, when both the NAB board of directors and the BVC met simultaneously in Chicago. When negotiations were not initiated to compose differences, the BVC group announced organization of the ABA and the dissolution of the BVC.

Organizational plans, however, were withheld until the NAB special board session of Oct. 13-14, convened to vote on the retention or ouster of President Miller. When President Miller was given a 2-to-1 vote of confidence, the ABA, over the signature of nine founders and directors, circularized all stations on whether they were interested in making the ABA permanent.

Six Directors Present

Present at the ABA dissolution meeting were six of the nine directors—Mr. Shepard; Walter J. Damm, WTMJ, Milwaukee; Harry Bannister, WWJ, Detroit; Stanley E. Hubbard, KSTP, St. Paul; Eugene Pulliam, WIRE, Indianapolis; James D. Shouse, WLW, Cincinnati.

Ed Craney, KGIR, Butte; O. L. (Ted) Taylor, KGNC, Amarillo, and the Taylor-Howe-Snowden group of stations in Texas; and George Storer, Fort Industry Co. group, were absent.

The ABA formal statement issued after the meeting follows:

ABA Statement

"The organizers and directors of the American Broadcasters Assn. comprise a group of independent broadcasters who have seriously been concerned with the necessity for a strong and forceful representation in Washington. They have been genuinely concerned with the type of representation which has been available in the present trade association to the extent that they have individually and collectively given both their time and financial support to provide a proper vehicle through which the independent responsible broadcaster might best serve the Government during the war and through which the Government might best be informed of the proper problems with which the broadcaster is becoming increasingly confronted.

"The directors of the NAB have been consistently informed from time to time of the dissatisfaction with the representation provided through the NAB on the principle that even in a democracy a minority has an inalienable right to become voluble.

"In recent weeks the American Broadcasters Assn. in a frank letter to all stations stated its position and in a questionnaire attempted to elicit clearly the degree to which the thinking of its organizers was shared by all of the broadcasters. The response, in the opinion of the ABA board, was not conclusive and the board cannot infer from the replies that a majority of the responsible stations are either convinced of the seriousness of the situation or are dissatisfied with the representation the industry is getting.

"The ABA has never attempted to disrupt the broadcasting industry. It has, the directors felt, served its purpose by providing a means through which the attention of the broadcasters could be focused on what, with conviction, the directors felt to be a vital problem.

"In view of these conclusions, the directors voted to discontinue the organization. The board deeply appreciates the cooperation of the many stations whose words of encouragement made a difficult task less difficult."

Ellsworth to Congress

OREGON will send a practical broadcaster-publisher to the 78th Congress when it convenes next Jan. 3, according to word received here last week. He is Harris Ellsworth, publisher of the *Roseburg News-Review*, which operates KRNR, local outlet in that community which he helped found. Mr. Ellsworth, in addition to managing the daily newspaper, also is 25% stockholder in the station. He is a Republican and was elected by an overwhelming majority from the newly created 4th Oregon district.

Debut of the New 'Crosley Square'

WHEN stone cutters inscribed the words "Crosley Square" on the facade of what formerly was the "Elk's Temple", many of the plans to take over the large six-story stone building by the WLW-WSAI broadcasting organizations had to be revised.

According to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting (center), announcement of the structure's new name was to coincide with the official opening and dedication of the premises in January.

But the men on the scaffold and an alert reporter combined to make the "Crosley Square" identification public property. Mr. Shouse thereupon announced that the revamped Lodge No. 5 of the Benevolent Protective Order of Elks would henceforth be known as Crosley Square.

During christening ceremonies, Mr. Shouse announced the joint winners of the stationwide contest which had been conducted by the building committee to find an appropriate name for the WLW-WSAI downtown quarters. They are staff announcers Bob Freed (left) and John Cornell (right), each of whom received the contest award of a $25 War Bond from Mr. Shouse.

A further note of significance incident to adopting Crosley Square for all future references to the WLW-WSAI place of operation, Shouse announced a change in the wording of WLW's station identification.

In the future it will read "This is WLW, the Nation's Station, Crosley Square, Cincinnati."

AFA Elects Radiomen

WILLARD EGOLF, vice-president of the Advertising Federation of America and commercial manager of KVOO, Tulsa, was elected district governor of the AFA Tenth District at a meeting in Dallas, last week. Mr. Egolf succeeds Les Harris, of Dallas. Recognition of restrictions by war regulations and an all-out effort to support the war production program were pledged by the group. Included among other directors elected at the meeting were: James W. Pate, KGKO, Fort Worth; Gene Roth, KONO, San Antonio; Clark Luther, KFH, Wichita.

Omega Oil Spots

OMEGA CHEMICAL Co., Jersey City, is using spot radio in addition to newspaper and farm magazines to advertise Omega Oil, a liniment, in its largest campaign in a number of years. Firm is running three quarter-hour *Musical Clock* programs weekly on WGR, Buffalo, and five-minute musical programs six-times weekly on WFBL, Baltimore; also live announcements six times weekly on KGKO, Dallas, and KMBC, Kansas City. Campaign started Oct. 19 and continues through April of next year. Cecil & Presbrey, New York, handles the account.

AIMING AT THE GREAT BOSTON MARKET?

All the new signs point to WBZ

METROPOLITAN MARKET: 3,000,000 people, 97% of whose homes have radios that can tune WBZ.

REGIONAL MARKET: 82% of all New England is in WBZ's Primary area —nearly two million homes.

PROSPERITY: Textile, manufacturing, ship building—New England enterprise has passed capacity and is still expanding.

50,000 WATTS: Radio's top power, further intensified by directing all signal towards land.

SALT WATER TAKE-OFF: New England's only station with a clear approach over salt water, radio's most efficient path. No interference.

NETWORK LEADERSHIP: NBC programs corral the listeners for nationwide favorites throughout network hours.

LOCAL POPULARITY: WBZ is a forceful worker in all war efforts. It has built leading sports, housekeeping, and news programs.

ADVERTISING LEADERSHIP: A steadily growing list of top-notch national, regional, spot and local sponsors proves its worth to you.

For a full resume of the facts behind WBZ's value to you, write for a copy of "Check List for Advertisers".

WBZ
Boston's NBC Network Station
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

Local Boards Advise on Wages, Hours

Government Units Make Progress in Aiding Employers

OPERATION of the wage and salary stabilization program was under way last week, with more than 100 offices of the Labor Dept.'s Wage & Hour Division throughout the country open to advise employers on proper procedure under the national cost-of-living freeze program.

Machinery for handling wage adjustments already had been set up by the War Labor Board, which will open its ten regional offices Monday (Nov. 16) in Boston, New York, Philadelphia, Atlanta, Dallas, Chicago, Kansas City, Cleveland, Denver, San Francisco. The Treasury, which will rule salaries of executives and professional people, is expected to outline its plans this week.

Sept. 15 Freeze

On the basis of War Labor Board regulations outlined to the press Nov. 6, salaries of the majority of the nation's workers will be frozen at the level of Sept. 15, 1942, though exceptions in the Act make adjustments in many individual cases relatively easy.

In five particular instances, all involving employment under a regular promotion system, or merit increases, no recourse to a Government agency is required. In other cases, permission must be obtained for raises from the Treasury in cases of employes who come under Wage & Hour law definitions of "professional, executive and administrative", and from the WLB for other employes.

The War Labor Board, in issuing its plans for administering the wage stabilization, made clear that it intends to be "pretty damn tough". Though the "Little Steel" formula will be used in deciding the maximum increases permitted —a wage 15% above that paid on Jan. 1, 1941—the board said that even requests for this increase will have to be justified and the board "will examine carefully each claim for exceptional treatment before approving any increase."

A level 15% above Jan. 1, 1941 will be "a terminal point for general wage increase", the board said, one member adding that those who have already attained this wage "might just as well not waste time applying for further increases".

Washington was not yet clear on what percentage of radio's employes would be under jurisdiction of the Treasury, but study of the Wage & Hour definitions, which decide all doubtful cases under the order of Judge James F. Byrnes, economic stabilization chief, indicates that employes paid less than $50 a week will probably not be considered professional or administrative.

According to one official of the Wage & Hour office, the safest course for broadcasters faced with the need of wage adjustments is to present their problems to officials at the nearest field office of the Wage & Hours Division. Wage & Hour administrators have been given power by the War Labor Board to issue official opinions on whether the proposed increases need be ratified by the WLB regional office.

The Wage & Hour field offices, this official pointed out, are prepared to advise employers on whether the particular case comes under the Treasury or the War Labor Board, since these officials are familiar with the Wage & Hour law definitions of administrative and professional people. They will also supply application forms for appeals to the WLB, and advise on filling them out.

The WLB administration of the wage freeze involves approval of wage adjustments by a regional director. Appeal is permitted at the regional office to a triparte panel consisting of prominent local citizens serving without compensation. Further appeals to Washington are allowed.

Treasury's Field Offices

Officials of the Bureau of Internal Revenue were still studying the setup for administration of the salary freeze, but the word last week is that the program will be far less extensive than the machinery established by the War Labor Board. The Treasury is opening seven field offices to rule on salary increases, and expects to complete its program this week. The offices will be in New York, Philadelphia, Chicago, Detroit, San Francisco, Los Angeles, and Seattle, and will have power to issue virtually final decisions.

Application of the Wage & Hour definitions means that only top studio personnel and sales executives, as well as agency people, will come under the Treasury. One official said the best rule-of-thumb test is, "If he works under the Wage & Hour Act, he is nonprofessional and non-executive, and will be regulated by the WLB." A second test is the salary test, a minimum wage of $200 a month being considered "the best single test of the employer's good faith in characterizing the employment as of a professional nature", according to the Wage & Hour administrators.

Wage & Hour definitions of professional people require that their work be "predominately original and creative in character," a group interpreted as including musicians, conductors and soloists as well as writers who supply their own subjects. "The requirement would also be met, generally speaking, by persons holding the more responsible and better paid positions in editorial departments of newspapers and advertising agencies," the Wage & Hour Division has said.

Executives and administrators are those whose primary duty is management and directing other employes and who exercise discretionary power, while administrative people are those whose work involves administration under only general supervision.

For official Wage & Hour definitions, see page 52.

HOW WAGE STABILIZATION WORKS

1. All organizations employing eight persons or less are exempt from the order.

2. Upgrading of individuals is permitted without previous approval of any government agencies in cases of individual promotions or reclassifications; individual merit increases within established salary rate ranges; operation of an established plan of increases based on length of service; increased productivity under incentive plans; operation of a trainee system.

3. Increases for executives, supervisory officials and professional people under Wage & Hour Board definitions will be granted only with approval of the Commissioner of Internal Revenue. This permission must be sought at seven field offices now being opened in New York, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles and Seattle.

4. All other employes are under the War Labor Board, assisted by the field offices of the Department of Labor's Wage & Hour Division and the U. S. Conciliation Service.

More than 100 offices of the Department of Labor's Wage & Hour Division will be prepared to explain the proper procedure in individual cases, and to rule whether or not the employes involved are under jurisdiction of the Treasury or under the War Labor Board. Wage & Hour offices will have authority to rule whether the proposed increases fall into the classes excepted above, and can be granted without approval of the Board. If the increase must be approved by the Board, the application will then go to the nearest of ten regional offices—Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco—for a decision which in most cases will be final.

WBBM AUGMENTING NEW YORK OFFICE

CBS Radio Sales has augmented its New York staff to provide wider representation in New York for WBBM, CBS key station in Chicago. Ernest Shomo, of WBBM local sales and Chicago Radio Sales, has been named eastern sales manager of the station, according to J. Kelly Smith, CBS Radio Sales director. Mr. Shomo will divide his time between New York and Chicago.

Mr. Shomo

Mr. Sutton

David Sutton has been transferred from the Chicago to the New York staff of Radio Sales where he will represent WBBM exclusively. Ed Furman of the WBBM local staff has been appointed Chicago sales contact and liaison on all New York originated accounts while Rolf Warner, WBBM merchandise manager, will continue in charge of managing eastern accounts in the Chicago area.

COCA COLA DISCS STANDBY ON BLUE

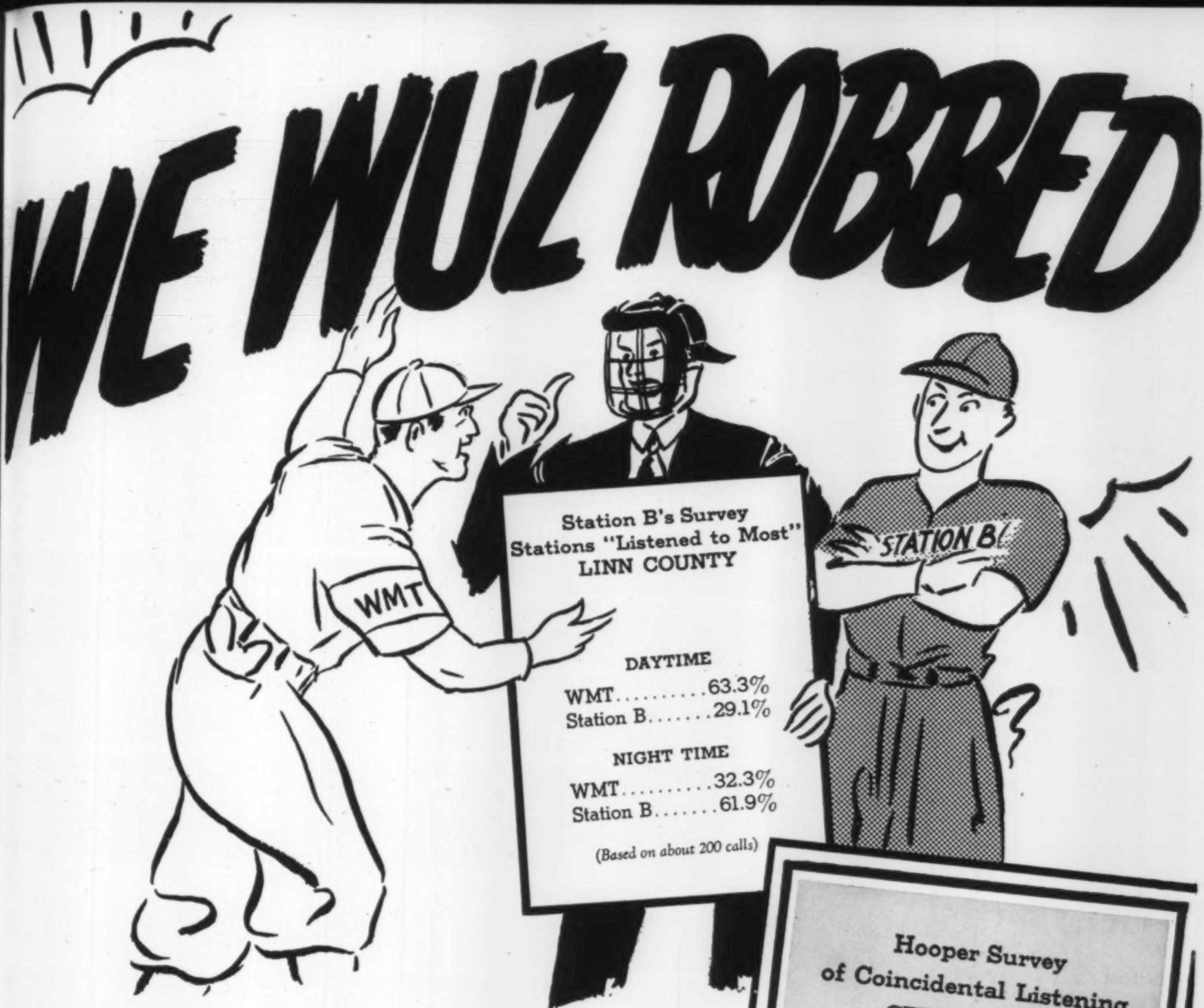
FOR USE in emergencies such as line failures, Coca Cola Co., Atlanta, has prepared a special transcription of a typical *Spotlight Band* program to be held in readiness at WJZ, New York key of the BLUE. The transcription, featuring Xavier Cugat's Orchestra, has been approved by the American Federation of Musicians and can be fed to local BLUE affiliates in case the usual BLUE broadcast of the series cannot be carried due to some technical difficulty. The disc would be destroyed after one-time use, in accordance with the AFM ban on transcriptions, and also because the company would not want it played a second time. Agency is D'Arcy Adv. Co.

Also in connection with its BLUE *Spotlight Band* series, Coca Cola is understood to be considering a plan whereby an eight-man orchestra would be sent overseas to entertain American troops as well as to broadcast programs via shortwave. Formation of this "Overseas Spotlight Band" is still at an indefinite stage, and permission would have to be received from the War Dept., before plans could be completed.

Nursery Campaign

ALL MAJOR markets from New York to Texas will be used by Springhill Nursery Co. Tipp City, O. (Bohlender Nurseries), which has tripled its radio budget for 1943. Broadcasting schedules are as yet incomplete but the company plans to use a large list of stations, with Jan. 18 as beginning date for a campaign in central and southwestern markets. Others are to start Feb. 2 and 9. Account is handled by Leo Boulette Agency, Three Rivers, Mich.

WE WUZ ROBBED



Station B's Survey
Stations "Listened to Most"
LINN COUNTY

DAYTIME	
WMT	63.3%
Station B	29.1%
NIGHT TIME	
WMT	32.3%
Station B	61.9%

(Based on about 200 calls)

HERE WE WUZ, playin' the game and mindin' our own business, when ups they come with a haymaker that hit below the belt. Sure, you've seen it . . . that survey of Station B's that hit the sidewalk awhile back. Accordin' to them we might as well sell our transmitter for scrap and start shinin' shoes.

Of course, we ain't goin' to do that, 'cause we wuz robbed, and we can prove it. That "umpire" just had faulty eyesight.

Just to make it legal, we calls in Brother Hooper to do a little checkin' for us. Mr. Hooper made 7388 calls in Cedar Rapids while Station B's "white paper" shows they made about 200 calls in our home town. Station B wuz way off base in Linn County. (That's our home.)

All you guys know that Hooper is reliable. So what does he find? Get this! Most of the time WMT has *more* listeners in Cedar Rapids than all other stations combined. And, all of the time, WMT has approximately twice the listeners of Station B. Their survey claimed they wuz first at night. Can you imagine?

Yep, we're goin' to keep on doin' business at the same old stand on Iowa's finest frequency, 600 kc. WMT continues to get the listeners . . . and WMT continues to reach more of the important markets in Iowa because we are located approximately in the center of their concentration. And remember, boys, our rates are still the lowest in Iowa per radio family, regardless of power!

Hooper Survey of Coincidental Listening
CEDAR RAPIDS
(Mid-Summer 1942)

DAYTIME	
WMT	65.7%
Station B	23.5%
NIGHT TIME	
WMT	57.0%
Station B	29.9%

(Based on 7388 calls)

BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION
WATERLOO
Represented by the Katz Agency

FCC Order No. 107

Covering Changes in Method or Methods of Determining Certain Constants of Standard Broadcast Stations

Note: *Manual on the Adjustment of Standard Broadcast Transmitters* and book of instructions on *Protection and Operation of Domestic Broadcasting Stations in Wartime* were mailed to all licensees last week by the FCC to enable them to prepare for Dec. 1, 1942 effective date of this order.

At a session of the FCC held at its offices in Washington on the 6th day of November, 1942.

Pursuant to the request of the Board of War Communications,

It is ordered:

1. That the provision of Section 3.52 of the Rules and Regulations with respect to determining the operating power of Standard Broadcast stations by the indirect method be, and they are hereby, suspended, and in lieu thereof, the following provisions be, and they are hereby substituted:

Operating power; indirect measurement.—The operating power determined by indirect measurement from the plate of input power of the last radio stage is the product of the plate voltage (E), the total plate current of the last radio stage (I_P), and the proper factor (F) given in the following tables: that is

Operating Power $E_P \times I_P \times F$

A. Factor to be used for stations employing plate modulations in the last radio stage [1]

Maximum rated carrier power of transmitter:[2]	Factor (F) to be used in determining the operating power from the plate input power
100-1,000 watts	0.88
5,000 and over watts	1.00

B. Factor to be used for stations of all powers using low level modulation [1]

Class of power amplifier in the last radio stage:	Factor (F) to be used in determining the operating power from the plate input power
Class B	0.44
Class BC [3]	0.82

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage[1]

Type of tube in the last radio stage:	Factor (F) to be used in determining the operating power from the plate input power
Table C [1]	0.32
Table D[1]	0.44

2. That the provisions of the 6th paragraph of Section 7, "Further Requirement for Direct Measurement of Power", of the Standards of Good Engineering Practice, reading

"An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency gives the value of the antenna resistance."

Be, and they are hereby, suspended and in lieu thereof the following provisions be, and they are hereby, substituted therefor:

An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The value of the point on the ordinate where this curve intersects the operating frequency multiplied by the factor 1.26, gives the value of the antenna resistance.

3. That each broadcast station shall operate in accordance with best engineering practice for the conservation of equipment. The instructions and suggestions set forth in "The Manual for the Adjustment of Broadcast Equipment" and any subsequent amendments or additions thereto shall be the basis of such operation and for points not specifically covered or where they may not be specifically applicable to the particular equipment, the principles set out shall be followed. In all other particulars, operation shall be in accordance with the Rules and Regulations and Standards of Good Engineering Practice governing Standard Broadcast stations.

It is further ordered, That the license of each standard broadcast station shall be modified so as to conform to this order.

This order shall be effective at 3 a.m. (EST) on Dec. 1, 1942.

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[1] See Power Rating of Vacuum Tubes.

[2] The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19).

[3] All linear amplifier operation where efficiency approaches that of Class C operation.

FCC Issues War Conservation Orders

Manual of Instructions Covers Handling of Equipment

IN THE WAKE of its two orders issued Nov. 6, placing the broadcasting industry on a full wartime basis [BROADCASTING, Nov. 9], the FCC last week mailed to all standard broadcast station licensees the *Manual on the Adjustment of Standard Broadcast Transmitters* prepared by the BWC Domestic Broadcasting Committee, and approved by the BWC. The BWC also sent out a book of instructions titled *Protection and Operation of Domestic Broadcast Stations in Wartime.*

The manual, consisting of 12 mimeographed pages, is designed to aid station technicians in adjusting their equipment for the 1 db. reduction in transmitter radiated power required by Order No. 107, the FCC action effective Dec. 1 that relaxes normal engineering standards in an effort to lengthen the life of equipment [see text above].

The second publication is a 76-page book, also mimeographed, and marked "restricted," which contains instructions for the protection of stations, as well as texts of BWC wartime orders.

New Specifications

Meanwhile, last weekend the FCC began to mail to all standard broadcast stations superseding licenses which specify revised antenna currents and resistance required by the readjustments. These superseding licenses in no way change the licensed power of the stations, the FCC explained, but merely change the base on which the power is computed. Issuance of superseding licenses will be automatic, and no applications are necessary.

FCC adopted two orders Nov. 6 at the special meeting presided over by FCC-BWC Chairman James Lawrence Fly. In addition to Order No. 107 relaxing engineering standards and calling for the 1 db. reduction, the Commission adopted Order No. 94-A, superseding previous Order No. 94 and suspending Section 3.71 of the Rules and Regulations, thus permitting stations at their discretion to cut their operating time to one-third of the broadcast day, which is six hours daily in the case of unlimited stations [see page 44 for text].

Engineers at the FCC predicted the db. reduction will have no discernible effect on the listener. After extensive tests at several stations last summer, in anticipation of war needs, Commission engineers stated there was no detectible reduction in service, and not a single letter of complaint was received.

Order No. 107, requiring adjustment of standard broadcast transmitters, is expected to conserve equipment, particularly vacuum tubes, but to maintain the efficiency of the broadcast service. "This action has been found necessary because of increasing needs of the armed forces for radio equipment and consequent decreasing supply of such equipment available for other uses," the FCC explained.

Tube Life Doubled

The readjustments will include a reduction in antenna current, and the filament and plate voltage applied to the tubes, particularly the filament voltage of tubes employing tungsten filaments. FCC estimates that 5% reduction in filament voltage in this type tube will approximately double the life of the tube.

In its notice to licensees accompanying the instruction manual, the FCC stated, "These changes will have no practical effect so far as service to the broadcast listeners is concerned, but will result in a material increase in the life of the equipment."

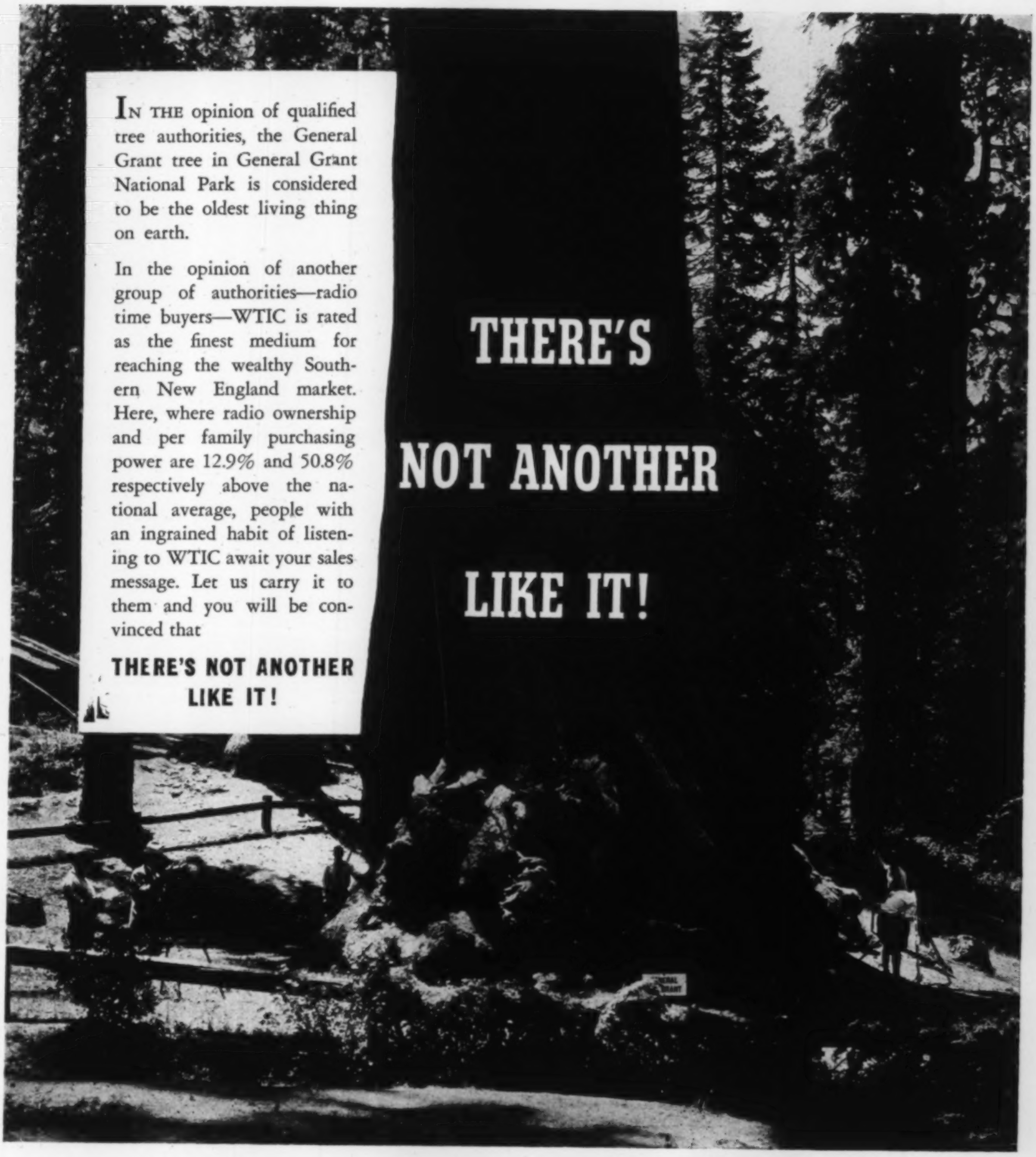
The manual setting forth the procedure of adjustment should be easily followed by all engineers, according to the FCC. The procedure was successfully tried on several stations including 250-watt, 5,000-watt and 50,000-watt outlets. However, the FCC said that when the manual failed to cover a point, stations will be expected to follow the principles set forth, and they will be held responsible accordingly.

Due to their complicated nature, the FCC anticipates that stations will begin making their transmitter adjustments immediately so all stations will be operating under the new rules on Dec. 1.

Time Requirements

FCC's notice advised that stations taking advantage of the relaxation of time requirements should arrange their schedules so

(*Continued on page 44*)



In the opinion of qualified tree authorities, the General Grant tree in General Grant National Park is considered to be the oldest living thing on earth.

In the opinion of another group of authorities—radio time buyers—WTIC is rated as the finest medium for reaching the wealthy Southern New England market. Here, where radio ownership and per family purchasing power are 12.9% and 50.8% respectively above the national average, people with an ingrained habit of listening to WTIC await your sales message. Let us carry it to them and you will be convinced that

THERE'S NOT ANOTHER LIKE IT!

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Advertising Won't Be Killed by the War

Period of Reconstruction to Provide Excellent Opportunity to Sell

By CHARLES W. WILLIAMS

AN INNOVATION which other trade associations may be forced to follow as war restrictions become more severe, is the convention-by-mail of the Financial Advertisers Assn. This always radio-alert trade group, comprising the advertising directors of banks and other financial houses, has been exchanging its views by mail through its Chicago headquarters. The paper published herewith is one of the most significant "speeches" of the FAA's 27th annual "convention" and its conclusions are applicable to advertising as a whole. The author is professor of economics and commerce at the University of Louisville.

NO ADVERTISING man needs to be told that these war times are tragic times—for war is but a synonym for economic insanity. War is the prime destroyer, whereas advertising, by its very nature, is a prime creator, a medium whereby things constructive get done.

One could spend much time and space in plotting and describing the many unsettling influences of such a herculean conflict. Limitations of space, however, permit me to sketch but a few of its disordering influences on advertising and to suggest that the advertising picture has some brighter spots in it than some have thought, harassed as they are by the unsettling influences of the present.

So far, since Pearl Harbor, advertising has been taking it on the chin. Advertising budgets have been cut, in many cases sharply, and the net effect has been that the sum total spent for promotion, January to July, 1942, has shrunk over 9% over the same period of 1941. Shrewd guesses are to the effect that total U. S. spending for the full year 1942 may be 15-18% less than 1941's total.

On the Chin

Under these conditions, it is not surprising that some advertising men are telling us that advertising is fighting for its life, and that, if war is to be our lot for two, three or five more years, it may succumb and thus provide one of the war's major casualties.

Such pessimism is hardly unjustified. It has the one merit of being human. War is, of course, a magnificent fertilizer for the soil of pessimism. It causes unrest to flourish, it breeds uncertainty, uncertainty for production lines, for normal selling processes, and hence for advertising, the handmaiden of selling whether it be goods or services.

If we are realists (and war again is the breeder par excellence of realism) we cannot overlook the extra burdens World War II is imposing and is likely to impose for many months to come on advertising. The current conflict is indubitably spewing forth a number of hazards—some of them very real and very forbidding.

The "smart" advertising man, however, is going to mull them over, evaluate them from the viewpoint of his own particular business and regard them as a challenge to his ingenuity. And, further, he is going to console himself with the fact that some of the most forbidding-looking ones are either *not* going to materialize or will not be half so bad in practice as they seemed in prospect.

What are the major hazards of the current period? First and foremost is conversion, the shift-over to a national war-economy, which gives us, for example, the picture of tanks rolling out of automobile factories, of machine guns coming out of stove factories. In sum total, this girding for total war is causing an amazing reversal of the normal production curves. In normal boom times, the producers' goods curve mounts sharply and the consumers' goods curve does likewise.

Today, the producers' goods curve mounts sharply but the consumers' goods curve drops sharply. And the advertising man who normally "pushes" one or the other or both, finds that it is considered unpatriotic and hence unwise to push such consumers' goods as there are; and the producers' goods are almost entirely war products that need no pushing other than that which Government and the emergency provide.

Corollaries to the war diversion campaign are rationing and price-freezing. We do not need to quibble over either the necessity for or the effective date of rationing and price freezes. We already have some of both and the outlook is indubitably for much more of both. The point is we must recognize both as hazards to normal advertising techniques and media.

New Standardization

Standardization is another bogey for the advertising man. War again is providing the incentive for a super-standardization that its most ardent advocates never dreamed of in times past. Multiple competing lines, which provided much of the advertising incentive of peace times, are to be sharply curtailed. The net effect is to be far less of competition, the great peacetime stimulator of markets. We have lifted competition out of the domestic field and into the international, where it boils itself down to the greatest competitive race of all time, the race between Democratic Capitalism and Anything-But-Democratic Fascism.

Thus, with far fewer goods and services to sell Mr. and Mrs. American Consumer (regardless of the fact that their pockets are fuller than ever before with the "where-with-to-buy"—with national income this year estimated at $110 billions, and next year, perhaps $120 billions) the advertising man is hard put to it even to make a pretense of steering a rational course.

FAA Elects by Mail

BALLOTING by mail for the first time in its 27-year history, members of the Financial Advertisers Assn. "attending" a convention-by-mail, elected officers for the coming year as follows: President, L. E. Townsend, assistant vice-president, Bank of America, San Francisco; first vice-president, Lewis F. Gordon, assistant vice-president Citizens & Southern National Bank, Atlanta; second vice-president, J. Lewell Lafferty, vice-president, Fort Worth National Bank, Fort Worth. It is the custom of the association to move its vice-presidents up each year. The office to be filled by a newcomer to the official family is third vice-president. Dale Brown, assistant vice-president, National City Bank, Cleveland, was elected to that office. Fred W. Mathison, assistant vice-president, National Security Bank of Chicago, was re-elected treasurer. Preston E. Reed, who presides at the association office at 231 South La Salle St., Chicago, was re-elected executive vice-president.

Government policy with regard to advertising, always semi-mysterious, frequently inconsistent, becomes even more so in war time. Since Pearl Harbor a number of war threats to advertising have become visible. Government "business" is, of course, increasing; in fact, it is now around 50% of all business, and the outlook is for the Government share to grow until it reaches a sort of mythical ceiling of perhaps 65 or 70% of all business—and that within the next 12-month.

On Government contracts there is little disposition to make much allowance for advertising expense, even though a certain amount of it is undoubtedly incurred and is probably justified.

Then there is that forbidding man, the Assistant Attorney General in charge of anti-trust enforcement. From his chair in Washington, he continues, quite consistently, it must be admitted, to inveigh against "Big Business," even in war-time, perhaps with the knowledge that most of the magnificent accomplishment on the production side of our war effort is attributable to this same Big Business. His public writings and assertions lead us to believe that he is against advertising, regards it as an effective instrument for the creation of bigger-but-not-better corporations. He thus pays an unwitting compliment to advertising, but he's still "agin it"—and he wields a big stick which should be watched.

Leon Henderson and OPA are another branch of Government worrying the honest advertising man. OPA professes to be "for" advertising in wartime, but slyly suggests that the correct course is for advertising allowances and expenses to be cut to keep prices under the ceilings.

Of all the Government agencies, the U. S. Treasury probably exerts the most potent influence on advertising. To be sure, it has the task of raising the most stupendous amounts of money ever attempted. And for the sake of every mother's son of us, it had better do a good job. Quite naturally, the Treasury is alert to prevent any "take-out" from Government revenue. Business concerns, whether they are banks, bond houses, or manufacturers, which "pad" advertising expenditures in order to get themselves into lower brackets for excess profits tax purposes, find themselves, quite properly, running afoul the Internal Revenue Department. But the "catch" is that advertisers never know when or how much they are "out of bounds" on advertising expenditures: The Treasury admits it treats each case on its merits. And the net effect is to add another to the list of wartime hazards for advertising.

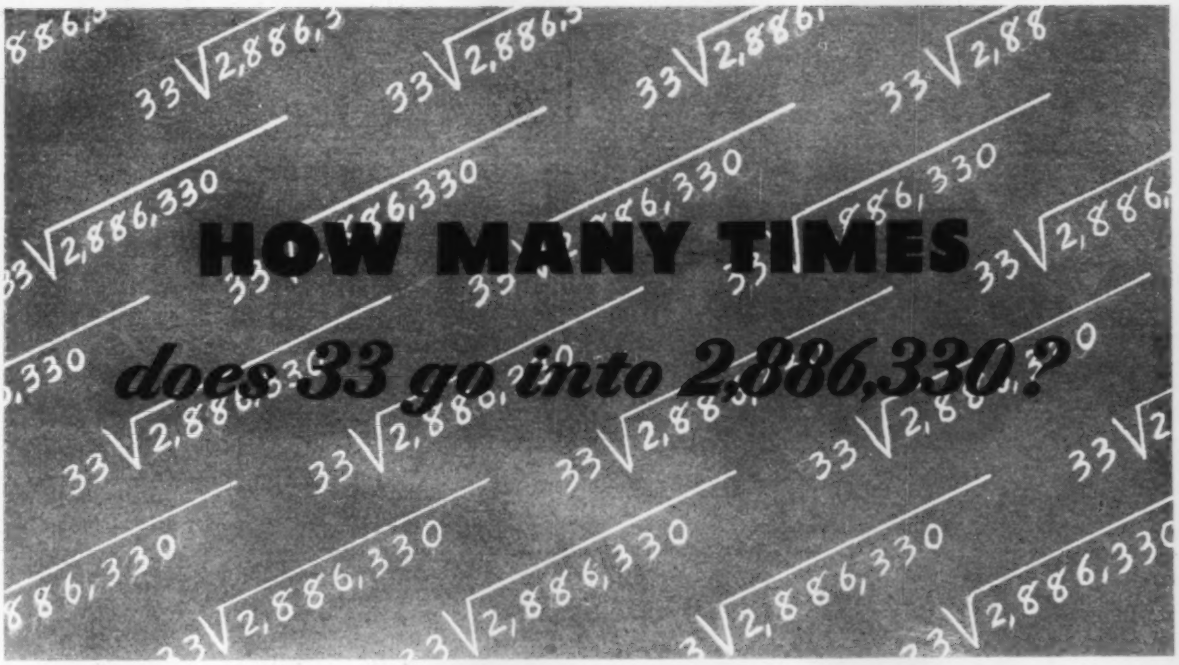
The Other Side

The above list of war hazards for advertising is, in some respects, a forbidding one. Fortunately, there is another side, the brighter side.

Advertising expenditures of American business have not fallen as far or as fast as the gloomy prophets predicted. The fact that such appropriations still run at 80-90% of pre-war totals is an excellent sign that advertising still possesses in large measure its pre-war virility. There can be but two explanations: either it is in high degree socially useful and thus needed even amid the disordered business conditions of a planetary war, or its men and tools and media are clever enough to adapt themselves and their art to the emergency and to keep it going, not at full speed, but at a sufficiently high level to provide us with a clue to what can be done once the emergency is over and brighter days are here.

There is much evidence to sup-

(*Continued on page 50*)



HOW MANY TIMES does 33 go into 2,886,330?

That sounds like a problem in arithmetic, but it is actually a problem in radio, and the answer is . . . every day. The 33 represents the number of stations that release your message when you advertise on the Don Lee Network, and the 2,886,330 represents the number of radio families in Don Lee's Primary Coverage area. (More than 9 out of every 10 families here on the Pacific Coast have radios.) Add the fact that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station, and you have the answer . . . complete, *primary* coverage of the Pacific Coast by Don Lee, every day.

When you buy Don Lee, you buy *local* coverage *within* every important trading area on the Coast. Your message becomes an integral part of the daily lives of the people. If you have a message that you consider important enough for *all* the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

Thomas S. Lee, President
Lewis Allen Weiss, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

SEVERAL
GOOD
REASONS
WHY
Walt Lochman's
9:40 PM
KMBC
SPORTSCAST

is a
SUPER-SELLING SPOT

Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But *today.*

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network

Studio Notes

WHEN THE annual pilgrimage of the Catholic Boy Scouts of the Diocese of Harrisburg, Pa., was cancelled this year, A. K. Redmond, manager of WHP, Harrisburg, was notified inasmuch as the station usually broadcast the ceremonies. Mr. Redmond immediately suggested that the ceremonies be held as usual—but by radio. As a result, the various Scout troops of the parishes were instructed to tune their radios to WHP at the designated hour.

MAKING and distributing of toys by the Lexington Homecrafters, an organization of business and professional men having their own home workshops, will be dramatized Dec. 20 from the U of Kentucky studios, over the facilities of WHAS, Louisville. Distribution of the toys to needy children will take place in eight of the University's radio listening centers in the Kentucky mountains.

WAIT, Chicago, has merged all afternoon programs into a three-hour show titled *Victory Spotlight.* Programs featured in this potpourri of song and patter are *Chicago at Work*, educational and musical shows and *The 820 Club*, m.c.'d by Tom Moore.

RETURNING to WHN, New York, for the third season *Kid Wizards* again presents a trio of juvenile information experts who remain as the regular features of the program until dethroned by a winning team. School heads cooperate by encouraging outstanding pupils to take part in the quiz series, and hold school tests to select school representatives.

CKOV, Kelowna, B. C., has started an annual scholarship for high school students of the Okanagan Valley of British Columbia. Any student in junior matriculation who proposes to take further training in an educational institution is eligible and the Okanagan Valley Teachers' Assn. has set up three committees for the area to establish rules and regulations of competition and select the ranking pupils in each of three school districts. The awards this year were $50 bursaries, and next year are to be increased to $100 bursaries. James Browne, owner of the station, started the scholarships to encourage higher education among boys and girls of the district.

WAR BOND sales totaling $101,850 resulted from a month's campaign carried on by NBC Central Division employes. A goal of $27,000 had been set for the month with 270 employes each responsible for a $100 sale, but the success of the sale pushed the goal to $50,000 and then to $100,000 three weeks later. Top man was William Weddell, salesman, who sold $30,300 bonds during the month.

ENGLISH Yuletide carols have been recorded as a feature of the November release to NBC Thesaurus subscribers, and as a special Thanksgiving Day feature, the NBC Radio-Recording Division has prepared a script for use with *The Rich Kid*, Thesaurus recording written by Arch Oboler.

THE *Business Forum*, inaugurated on WMCA, New York [BROADCASTING, Oct. 26] is presented in cooperation with the Commerce & Industry Assn. of New York, whose president serves as moderator. New York's wartime transportation was the subject of the first broadcast last week.

JOHN T. FREDERICK, CBS book critic, who conducts the network's *Of Men & Books* program, has taken on an additional assignment, having joined the staff of the *Chicago Sun* to conduct a Sunday column titled "I've Been Reading."

EXAMPLE OF WAR PRODUCTION by a radio equipment manufacturing plant is this use of the product of Wincharger Corp., Sioux City, a subsidiary of the Zenith Radio Corp., Chicago, now engaged in the manufacture of Wincharger Wagons for the armed forces. One of the wagons is shown here in use at the Fort Benning, Ga. parachute school to train students in the technique of controlling wind-filled parachutes. The Wincharger Wagon, designed by Com. E. F. McDonald Jr., president of Zenith, consisting of a Ford chassis equipped with a propeller belted to the engine, can run by wind power, and is also used for ground training of glider pilots.

Same Name

WHEN Al Zink, chief announcer of WGY, Schenectady, was recently summoned to the reception desk of the station to meet a woman visitor he was greeted with, "Why you don't look a year older." This puzzled him for he had never seen her before but patient inquiry revealed that 10 years earlier she had taken an audition in Buffalo where his father is in radio. Mistaken identity solves the plot!

WNEW, New York, last week inaugurated a weekly series of BBC programs titled *World News Roundup*, with J. B. McGeachy, BBC correspondent, summing up the news from London. Featured on the broadcasts are news pickups, live and recorded, from Moscow, Cairo, Sydney and various battlefronts of the world.

WBEN, Buffalo, has acquired the special AP radio news wire from Press Assn., AP radio subsidiary.

ENCOURAGING extra effort and originality among members of the production and programming staffs, WEIM, Fitchburg, Mass., has placed in operation an "achievement chart" on which stars are placed for (1) general excellence; (2) outstanding production; (3) announcing artistry; (4) efficiency and effort; (5) "clambake supreme." A prize is being awarded to the individual showing the best record and the least number of "clambakes" at the end of each three-month period.

WORL, Boston, was recipient of a flag representing outstanding contribution in radio to the yearly drive of The Veterans of Foreign Wars. Presentation by John E. Lee, State VFW commander, to George Lasker, general manager of WORL, was made on Gordon Wayne's *Millions for Victory* program Nov. 15.

AS JOINT newspaper and station promotion, Susan Little, home economics director of KROW, Oakland, and the *Post-Enquirer*, that city, is conducting a bi-weekly program featuring informal discussion among club women.

FOR THE third time, WHOM, Jersey City, has raised its quota for War Bond sales—the goal is now $1,000,000, to be reached by Dec. 1. Station's original quota of $250,000 was passed within two weeks.

SEN. AIKEN SEEKS FCC CO-OP RULING

SENATOR George D. Aiken (R-Vt.), a strong advocate of all forms of cooperatives, last week sent a letter to Chairman Fly of the FCC, asking whether the refusal of CBS and NBC to sell time to the Cooperative League for its *Let's Get Together, Neighbor* program would "automatically bar from the air credit unions, farm marketing cooperatives, mutual insurance companies and savings banks, and savings and loan associations."

These membership organizations, Senator Aiken pointed out, are similar in fundamental respects to consumer cooperatives in that they are considered "controversial" by some of their competitors, and they make a "fundamental change in the present system of marketing and distribution of goods and services"—two of the reasons given by the networks for barring the co-ops from the air [BROADCASTING, Nov. 2].

"We are entitled to have an understanding," Senator Aiken demanded, "of how this, the public ether, is governed and why and how these rules for approving and disapproving applicants for radio time are devised by these broadcasting companies."

Hooper Pacific Ratings

OCTOBER Pacific program ratings by C. E. Hooper list *Walter Winchell* in the lead with 22.5, followed by the *Aldrich Family* in second place with 21.1 and *Frank Morgan-Fanny Brice* third with 20.4. *Point Sublime*, which appeared in ninth place on the "Top 10" in September, is now fourth with 16.6. Others in the group of ten in order are *Adventures of the Thin Man, Kay Kyser, One Man's Family, Great Gildersleeve, Mr. District Attorney, Fred Waring.*

FTC Diathermy Order

ELECTRO-HEALTH Appliance Co., Los Angeles (Short wave Diathermy) was ordered Nov. 10 by the Federal Trade Commission to cease certain advertising practices in newspapers and on a Los Angeles radio station. The Commission ordered that the advertising should qualify in representations that the device is a cure for illnesses, and that they should clearly and conspicuously reveal that the device is not safe unless prescribed by competent medical authority, and until the user has been adequately trained in its operation.

Functions Changed On Canada Board

Divided Responsibilities Are Lifted Under New Setup

AMENDMENTS to the Canadian Broadcasting Act came into operation with the taking over of duties by Canadian Broadcasting Corp.'s new general manager, Dr. J. S. Thomson. Under the amendments, the general manager again becomes chief executive officer of the CBC, responsible only to the board of governors.

This position was defined in the original act in 1936, but in April, 1941 was changed so that there was a division of responsibilities between the general manager and the assistant general manager, Maj. Gladstone Murray and Dr. A. Frigon respectively. An executive committee of the CBC board was set up at that time over the general manager, and provision made for a controller of finance if necessary.

Change in Duties

With the appointment of Dr. Thomson, who took over Nov. 2, 1942, the act was changed to the original clause defining the duties of general manager and the 1941 clauses were rescinded. The general manager now has control over employment, dismissals and remuneration of all officers and employes of the CBC. He is the chief executive officer, must be present at all board meetings, may delegate his powers, must submit financial and activity reports to the CBC board from time to time and give a financial estimate about the first day of the calendar year and a financial report at the end of each fiscal year (March 31). He cannot engage in other employment without consent of the CBC board. The assistant general manager, who can take his place when the general manager is absent, may also not engage in other employment without board permission.

The divided authority brought about considerable internal difficulties in the CBC, and the change to the original control of the general manager is expected to clear up much of the difficulty under which the CBC has operated for some 18 months.

Hooper Expansion

SUBSCRIPTION LIST to the C. E. Hooper "Continuing Measurements of Radio Listening" now comprises 128 stations in 32 cities, which have just received the reports for the summer of 1942, according to Hooper. This list represents an increase of 57 stations over last year's group, and an increase of 100 over two years ago.

BOB BAILEY, CBS actor formerly on *That Brewster Boy* and now appearing in *Mayor of Our Town*, both CBS shows, has been signed by 20th Century-Fox for several pictures.

DO YOU WANT SOME TUBES?

KSCJ Has a Hunch and Pretty Soon the Local Hams Bring in a Few Good Ones

TUBES—scarce, rare tubes—have been located in unsuspected places by Alvin H. Smith, chief engineer of KSCJ, Sioux City, Ia.

Aware that many amateurs own transmitter tubes of various types, Mr. Smith suggested to Manager Eugene T. Flaherty that the station broadcast some announcements designed to reach hams. To their surprise many tubes came to light, two of which proved useful to KSCJ.

Mr. Flaherty passes along the idea for the benefit of stations which may be desperately in need of certain types of tubes.

These are typical announcements:

> Amateur radio activities have been curtailed during war time. This has left a large amount of transmitting equipment remaining idle. Get it into circulation. If you are in possession of usable transmitting tubes, send full particulars to KSCJ in Sioux City.

> Here is a special message for Amateur Radio Operators. Demands of the Army and Navy Departments plus the needs of our allies, have created a serious shortage of radio transmitting tubes. You radio amateurs can help keep the radio stations of America on the air by *selling* your transmitting tubes. If you want to turn your idle tubes into cash, write to radio station KSCJ, in Sioux City, stating the type, quantity, condition and price for any transmitting tubes that you may have. The address again is KSCJ in Sioux City.

> Work in the radio field cannot continue without transmitter tubes. Since many of the essentials used in the manufacture of the tubes are needed in war production, steps must be taken to utilize all old usable tubes. So, all amateur radio operators could be of great service if they would turn in their tubes. Send complete details, including number, size and value of your transmitter tubes to Station KSCJ.

Pacific Advisory Board Is Organized by OWI

ESTABLISHMENT of a West Coast Advertising Advisory Board to consult with and assist on public information problems has been announced by the regional Office of War Information, operating in Washington, Oregon, California, Nevada and Arizona.

Board members, serving without compensation, are W. H. Horsley, president, Pacific National Adv. Agency, Seattle; A. Robbins Milbanks, manager of Young & Rubicam, San Francisco; Jack Smalley, manager of BBDO, Hollywood; Ralph Calkins, Pacific Northwest manager of McCann-Erickson, Portland; I. N. Shun, president of Adv. Counselors Inc., Phoenix. Don Belding, Southern California executive vice-president of Lord & Thomas, Los Angeles, represents the National Adv. Council, with L. W. Lane for the Pacific Adv. Assoc. on the board.

Hold on there! Don't throw up your hands and say, "Show me a 250-watter that's worth a damn!" All we want you to do is have a look at this WHIZ baby. You'll pin a rose on us when you get the results from our dyed-in-the-wool yard-wide listeners. Clap hands for WHIZ, a Southeastern Ohio champ, and a Fort Industry Co. Product!

John Blair Has the Dope

N.B.C. RED

—and proud of it!

WHIZ

ZANESVILLE OHIO

Radio Educators Call for Unity In Assisting the War Effort

Value of Propaganda in Achieving Victory for Allies Stressed at Stephens College Session

By CLARA E. WALDROP

RECOGNIZING the immediate need for coordinating the potentialities of radio in the war effort, leaders in the industry gathered on the campus of Stephens College, Columbia, Mo., Nov. 5-6, to discuss means of "doing the tremendous job radio is called upon to do now." More than 950 delegates from eight States registered for the regional conference of the Association for Education by Radio.

Speaking at the banquet Friday night, Charles A. Siepmann, of the Office of War Information, gave the challenge and voiced the fact which all Americans have been seeking since Pearl Harbor: "There is no status quo. We can step back or step on. We cannot stand still."

Propaganda's Place

Mr. Siepmann, formerly with BBC, showed how propaganda can help win the war and the peace to follow. First, radio must enable the public to know the enemy, recognize his creed, logic and ambitions. Second, radio must inform us about our Allies. Third, radio must show us our own history.

Louis Berg, New York psychiatrist and author, hit the same basic theme as he explained the task of coordinating entertainment and wartime morals.

"Radio is the outstanding weapon in both an offensive and defensive psychological warfare," said Mr. Berg at the banquet. To put over a morale building program via radio, the industry must organize an over-all unified plan. He emphasized that counter-propaganda is not very effective and that instead of fighting the enemy's propaganda, we must create a propaganda of our own. Dr. Berg, usually a foe of the soap opera, gave it a high place as a potential wartime morale builder.

Again the challenge was echoed in the banquet discussion by Harvey Wertz, regional director of the Office of Civilian Defense at Omaha, "Radio is the most important medium in the greatest educational task ever undertaken," he said.

Recording Ban

Mr. Wertz pointed out the importance of using regional and preferably local plugs for civilian defense. He insisted national programs fail to do the job. A former newspaperman who changed his profession after 18 years to radio, praised the industry for the splendid success the OCD has had by using it.

John J. Gillin Jr., of WOW, Omaha, discussed the Petrillo-recording controversy. In reviewing the AFM situation, the director of the NAB 10th District pointed out the extent to which educators throughout the country are detrimentally affected by the recording ban.

The conference, which was directed by Sherman P. Lawton of the Department of Radio & Visual Education at Stephens College, opened Nov. 5 with welcomes from members of the Stephens College faculty and a foreword by I. Keith Tyler, national vice-president of the Association for Education by Radio. Hugh Stephens, grandson of the founder of Stephens College, sounded the keynote of the meeting. Stephens, administrator for Missouri State Council for Defense, said: "National radio policy is still confused. The purpose of this conference is to help local broadcasters formulate their own wartime policies until such time as the Government issues directions."

Radio in Wartime

Acting as the spark-plug of the roundtable session on radio in wartime, Wauhillau La Hay, radio editor of the *Chicago Sun*, strongly presented and upheld radio's stand that it is an asset to the war effort. Miss La Hay, along with Mrs. Doris Corwith, assistant to the public service counsellor of NBC New York, spurred the convention discussion by taking the theme that radio is a necessity.

Paul Weaver, head of the department of philosophy and director of the Burrall Class of Stephens College, led a discussion on religious programs in wartime. Religion in wartime has the big job of showing the soldier he has something to fight for and making nations aware of Christian brotherhood everywhere, he asserted, as did Edwin C. Browne, educational director of KMBC, Kansas City.

Writing War Plugs

Participants went back to Mr. Siepmann's plea for a realization of our aims and declared that in the last analysis radio and its audience must decide what we in America and in the war are driving toward. But all concerned agreed that an absolute diet of 100% war programs on the air would not be palatable.

One question arising often during the convention was whether station managers like to have the Government write spots or programs concerning defense. The answer without exception was: "Not if we can possibly write them ourselves." The directors believe the Government is doing a good job of writing the plugs—better than at first—but the local angle gives the plug its lifeblood and should be guarded.

Out of the entire conference one solution for the type and method of broadcast most adaptable to all stations was submitted. Mrs. Harriet Hester, educational director of WLS, Chicago, offered the me-to-you broadcast as the solution for one of radio's biggest problems at this time—how valuably to present the needed war plugs for all the different agencies and projects.

Mrs. Hester, chairman of this round table, along with other participants, pointed out somewhat limited opportunities for women in radio production work. Mrs. Hester believes women will not be used as announcers in the near future but says the place where women are needed is in background and secretarial work.

Many Radio Speakers

One important future in radio education was pictured by Albert N. Crews, speech and radio professor at Northwestern U. Mr. Crews told of Northwestern's new apprenticeship program, designed for next fall. This program will give the student one-quarter of a semester apprenticeship in a radio station.

Among the speakers from the radio field participating were: Miss Dorothy McCune, director of women's activities, KVOO; Mrs. Ellen Lee Brashear, educational director, KMOX; Miss Ruth Shaheen, WJJD; Earl Winger, WDOD; John W. Tinnea, program director, KWK; Miss Virginia Bahn, program director, KFVS; Foster Brown, program manager, KFRU; Storm Whaley, KUOA; C. L. Thomas, manager, KXOX; Miss Judith Waller, Midwest director of public service and education, NBC; James M. Daugherty of Jimm Daugherty Inc., St. Louis; Robert Compton, WCAZ; Arthur Casey, director of public relations, KMOX; Miss Helen Carson, director of women's activities, W9XBT-W9XBK; H. Clay Harshbarger, WSUI; Mrs. Jack Sexton, WTAD.

THE MAN I LOVE

His life began:
A wrinkled, wizened mass he was,
Emerged to light of day.
And there and then evolved a plan
That did not gang agley,*
For even as a dribbling tot,
He mouthed each toothsome word.
He listened hard and learned a lot.
Amazed, his parents heard
Him speak without restriction
In a most King's English diction,
And then as year took toll upon him
His vocabulary grew.
He added words like "Vladivostok", "jerk"
And "entre-nous."
He bought himself some baggy tweeds
That had a casual flair.
And took to making corny jokes
That crept into my hair.
He learned to drape his shoulders in a
Fashionable slouch
And murmur sloppy lyrics 'til even
Lovers hollered "Ouch!"
He toiled, he sweat, he tarried,
Wore himself down to the bone
And now, praise be, he's married
To his goddamned microphone.

—Mrs. Cy Newman,
WPDQ, Jacksonville.

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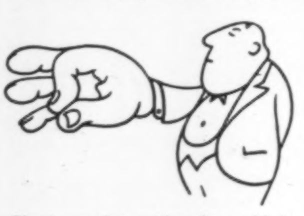
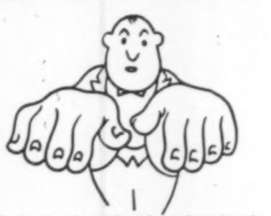
*Editor's Note: The best laid schemes of mice and men gang aft agley. Ref. Scotch and plenty of soda.

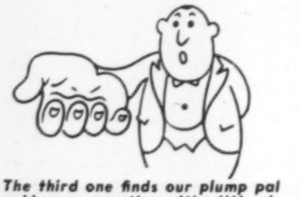
Want to show off to your friends when you visit a broadcast? Study these "handies" and you'll know what a director means when he starts to work.



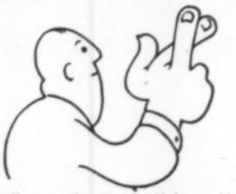
First, we have the sign which means "Okay."



Then, the loud looking signal asks for more volume—louder sound.



The third one finds our plump pal asking a question. It's "How's the balance?"



Finally, we have a call for a "repeat." This happens during a rehearsal when all is not right.

From the WOR News

Radio Talent in Films

TOMMY COOK, Hollywood boy actor who portrays Little Beaver in the thrice-weekly quarter-hour BLUE Pacific *Red Ryder*, sponsored by Langendorf United Bakers, has a major role in the Universal film "Hi, Buddy". Jack Edwards also on that program, is currently in Texas working in the Walter Wanger film tentatively titled "We've Never Been Licked". The Music Maids, radio quartette, has a vocal spot in the Paramount film, "Salute for Three". Charles Dant, musical director of NBC Hollywood, is scoring the film, "The Pay-Off", to be produced by Jack Schwarz for Producers Releasing Corp.

KGO, San Francisco, on Nov. 1 started operating 24 hours daily to serve war plant workers on the swing shift.

BUY WGBI

A BIG FROG IN A BIG POND

- If you want sales in the Scranton—Wilkes-Barre area (and it's the nation's 19th market) you want WGBI. It's the only regional or clear-channel station covering this prosperous population of 629,581 . . . it's the only station heard throughout the market.

- Outside stations can't get in over the Pocono Mountains . . . and they wouldn't stand much chance if they could because WGBI attracts *and holds* 98% of daytime listeners and 96% of nighttime listeners throughout Scranton's home county. (Dr. Starch and Staff Survey). Call your John Blair man and *BUY* WGBI.

SCRANTON **WGBI** **PENNSYLVANIA**

CBS AFFILIATE

910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR
& COMPANY
National Representatives

Office of Censorship Explains Rules Governing Radio-Press Releases

THOUGH they operate under separate Codes, which overlap in many instances, and though the administration of the Codes is under separate radio and press sections of the Office of Censorship, radio and the press are in the same boat, so far as the problem of withholding certain information of value to the enemy is concerned. There have been no recent changes in the 'Code of Wartime Practices for Broadcasting', published in full text in the June 29 BROADCASTING, *but the Office of Censorship under Director Byron Price, in response to many inquiries from press and radio, has decided to issue this explanatory statement on rules and regulations of the voluntary censorship as it affects both media. Portions relating to press only are deleted.*

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1. WHY IS CERTAIN NEWS WITHHELD?

Some of the news is not published in newspapers nor broadcast by radio stations in these critical times. The reason is that editors and broadcasters are cooperating with the Government to deprive the enemy of certain information which would help him to kill Americans.

A Code of Wartime Practices for press and radio was drawn up by the Office of Censorship last January and has undergone revision from time to time in the light of experience. The preamble of the Code puts it this way:

"It is essential that certain basic facts be understood. The first of these facts is that the outcome of the war is a matter of vital personal concern to the future of every American citizen. The second is that the security of our armed forces and even of our homes and our liberties will be weakened in greater or less degree by every disclosure of information which will help the enemy."

The Code suggests that editors and broadcasters act as their own censors, applying the dictates of common sense. It is recommended that they ask themselves "Is this information I would like to have if I were the enemy?" and then act accordingly.

The Code lists certain classes of information which would be of obvious value in enemy hands. It does not deal with editorial opinion, or criticism of the Government, but is confined solely to the distribution of information.

2. THE BASIS OF COOPERATION

The Wartime Code under which editors and broadcasters cooperate with the Government rests on an assumption that certain kinds of information should be published only when officially disclosed.

The reason for this assumption is set forth as follows in the Code itself:

"Special attention is directed to the fact that all of the requests (in the Code) are modified by a proviso that the information listed may properly be published, when authorized by appropriate authority. News on all of these subjects will become available from Government sources; but in war, timeliness is an important factor, and the Government unquestionably is in the best position to decide when disclosure is timely."

In other words, editors and broadcasters are asked to recognize that "business as usual" will not be in order during the war, but are assured at the same time that there will be no news or editorial blackout because official sources themselves will be making completely privileged disclosures as often as they may be made safely.

"It is the hope and expectation of the Office of Censorship" says the Code, "that the columns of American publications will remain the freest in the world, and will tell the story of our national successes and shortcomings accurately and in much detail."

The specific requests in the Code and the reasons behind them are discussed below.

3. TROOPS

The voluntary censorship Code requests that there be no unauthorized disclosure of the size, location, movements or weapons of our fighting forces.

Newspapers and broadcasters naturally learn a great deal about troop movements and the identity of regiments overseas. The reasons for withholding this news are, in the main, obvious. No one wants to tell the enemy that certain troop transports are on the high seas, or to advise him that tank or air force units are being concentrated at a certain point.

Enemy spies like to report exactly what fighting men are where and what equipment they have.

At first thought it might seem harmless to say that Willie Jones was with the Nth Field Artillery in Australia. But by picking up such items here and there an enemy agent could piece together the whole story of General MacArthur's manpower, his equipment, and what special training his troops have had.

Anyone having this information could make a good guess how the troops would be used, and how strong a force would be needed to defeat them.

4. SHIPS

The voluntary censorship Code asks that the movements, identities, and cargoes of naval and merchant ships be not reported, and that details of construction and prospective launchings be withheld except as officially announced.

Ten months of naval warfare underline this request. Enemy spies risk their lives in attempts to report shipping information.

If we tell the enemy where our ships are, he will know where to attack them. If we tell him what cargo they are carrying, he will know which ships would be his most valuable prizes. If we tell him that we know where his own ships are, he is likely to move them to our disadvantage.

The enemy is especially anxious for information about convoying methods, new shipping routes, how shipments of strategic materials can be cut off, and technical details of our busy shipyards.

He will make good use of every scrap of information on any of these subjects.

5. ENEMY ATTACKS

The voluntary censorship Code requests that only official statements be published regarding the sinking or damaging of ships from war causes; or regarding other enemy damage to military objectives such as docks, railroads, airfields, and war plants.

The less the enemy knows about the effectiveness of his guns, bombs, and torpedoes the less solid ground he will have for planning future attacks.

Enemy forces often are out of communication with their bases. Very often they will not know what points have been left vulnerable unless someone tells them.

Detailed stories about ship sinkings, told by survivors and others, can do immense harm. Information about cargoes and destinations will form an index to our supplies of strategic materials. Information about the precise effect of torpedo hits will tell the enemy how effective his weapons are.

An attacking submarine can report only incomplete information, and it can make that report only by radio at great risk to itself or by returning to its base, which many submarines never do.

One of the most important and difficult tasks of an attacking commander is to gauge the effect of his fire. Enemy commanders should not be aided in this task.

6. AIR ATTACKS

The voluntary censorship Code asks that radios be silent during an air raid except as used by our own armed forces; that newspapers publish only official statements during a raid; and that the greatest care be taken afterward to exclude unconfirmed reports and sensationalism.

It may be assumed that any air raid on continental United States would be designed for morale rather than military effect. If the enemy can spread panic, he will have accomplished his purpose.

Radio is asked to be silent not only because radio stations act as beacons to guide enemy planes, but because broadcasting would instantly convey valuable information to the enemy overhead.

Air raids are always accompanied by rumors of all sorts, and many of these rumors may be started by enemy agents to increase panic.

An attacking plane usually flies high and cannot always be certain of its exact route or location. If the enemy is told that his planes were on the target or off the target, or that they followed this or that route, he will make good use of that information next time.

If a raid comes, the city under attack will be actually in the war zone. Many things representing good judgment in ordinary cases will not apply at such a time and place.

7. PLANES

The voluntary censorship Code requests that nothing be said except on official authority regarding the disposition, movements or new characteristics of our fighting planes, or the activities of the Civil Air Patrol or the Ferrying Command.

With so much of this war being fought in the air, and so many battles turning on air support, it is no more than common sense to be extremely cautious about every disclosure relating to air forces.

Planes and their armament and equipment are being changed constantly as a result of experience and scientific development. The tempo of these changes will vitally effect the outcome of the war.

Furthermore, many military and civil missions of high wartime importance are carried out by air. Even news of the training of our air forces calls for special scrutiny because it is bound up with technical development, speed, armament and tactics.

Our planes will be kept flying and will be able to surprise and cripple the enemy more effectively if public discussion of movements and other details is kept to a minimum.

8. FORTIFICATIONS

The voluntary censorship Code requests that the location and nature of fortifications, bomb shelters and camouflaged objects be kept out of the news except as announced officially.

It stands to reason that the more the enemy knows about the strong and weak points on our Coast lines, or about the number and location of our anti-aircraft guns, the better he will know how to attack.

In this global war the mere news that the United States is setting up defenses at various points of the world will call attention to expected operations.

Even if many people see some of these fortifications, that doesn't prove that the information has reached the enemy. Actually the enemy is thankful for small bits of information.

One enemy agent may see a part of the picture; but if every newspaper presents a part of the picture, or if radio stations broadcast parts of it, it will be easy for the enemy to put the pieces together. That is what his intelligence services are for.

In a country as large as this, with additional bases in many distant parts of the globe, the enemy's task in estimating the strength of our fortifications will be hopeless unless we help him.

9. PRODUCTION

The voluntary censorship Code requests that it be left to the Government to decide when over-all production figures or new military experiments are to be announced, or what details of war production methods can safely be published. It is requested also that nothing be said about sabotage except upon authority.

A major purpose of the Axis war effort against the United States is to cripple or slow down our war production. We are short of certain materials and of certain implements of war. Enemy spies and saboteurs try desperately to find out what materials are most critical, and at what point the production process is most vulnerable.

The Army and Navy are carrying out a tremendous program of experimentation. Designs are being changed constantly in the light of experience. Some of these changes are revolution-

DECIBEL READING was sole criterion in the woman's announcers auditions held recently by WRC, Washington. So lovely Mrs. Marey E. Shaw (right) came out second best in the finals, which were won by Mrs. Betty Monroe, of Arlington, Va. (second from left). Bill Herson (left), WRC timekeeper, watches as Chairman Bruce Allen, of Washington's Community War Fair, presents a War Bond to Mrs. Monroe.

THE PATH OF WAR

Telephone lines are the paths of war. Marching over them in endless file are messages that must get through.

There's no way to build more lines because copper and other materials are going into arms—for men like these American para-ski troops. But there is a way you can help keep the wires clear for urgent needs.

Please don't make Long Distance calls to centers of war activity unless they are VITAL.

Remember — war calls come first!

Bell Telephone System

U. S. PARA-SKI TROOPS

ary. It is best that the enemy learn about them first, as a surprise, on the field of battle.

Similarly, if he knew just what success, if any, his saboteurs were having, the enemy would be able to change or intensify certain methods of killing Americans.

Every community where a war industry is located knows something about war production. If all of this were published or broadcast from every community, the enemy would have a blueprint worth many divisions of troops.

10. WEATHER

The voluntary censorship Code requests that only the most restricted information regarding weather forecasts or weather conditions be published and that none of this information be broadcast except in extraordinary cases.

United States weather moves from east to west with a few variations. Meteorology has advanced to a point where scraps of current weather information from as few as three well-separated western points can supply the basis for excellent forecasts of tomorrow's weather in the east.

It has long since been established that meteorologists serve as senior officers on enemy naval craft in the Atlantic. A few drops of rain at El Paso, high winds at Kansas City, and a snowfall in Detroit will indicate to enemy ships which parts of the Coast will have rough weather or fog a day or two later.

Radio is under a more stringent restriction than newspapers on questions of weather because the transmission of the information is instantaneous. Many American broadcasting stations can easily be heard off shore.

Scientific advancement in weather forecasting will fight on our side only if we refrain from telling the world all we know.

11. RUMORS

"The spread of rumors in such a way that they will be accepted as facts," says the voluntary censorship Code, "will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations."

Any nation which prides itself on freedom of speech will be a target for divisionist propaganda.

It is well established that Axis propaganda is seeking not only to deceive us, but to divide the United Nations socially, politically, and racially.

Many false reports are originated without vicious intent. Many others are circulated deliberately by the enemy. All such reports must be carefully sorted over on news desks.

Publisher on 321

EXPANDING the radio campaign of Simon & Schuster, Northwest Radio Advertising Co., Seattle, reports that it was using 321 stations during the week starting Nov. 9. Nearly 200 additional stations were to receive orders last week. Campaign uses two-minute five-minute and 15-minute periods from one to four times daily and will continue until next March 1.

Editors have been advised to exercise discretion in the publication of enemy propaganda from the shortwave radio and Morse code transmissions.

The enemy deliberately puts out certain "reports" in the hope that they will gain circulation through our news channels. The "reports" are often aimed at provoking official replies which will give the enemy exact information, at diverting attention from a vital area, at confusing American opinion, or at directing American opinion upon specific issues. For example, the enemy may "report" the alleged sinking of American troop transports at a time public opinion is focused on an Allied offensive, or the alleged sinking of merchant ships en-route to Russia at a time when aid to the Soviet Union is the subject of widespread discussion. For security reasons it may be inadvisable for the Government to deny these propaganda claims until the ships have safely returned to their home ports some weeks later.

When news actually comes from an enemy source the source is always conspicuously identified before the information is placed before the public.

The American people are entitled to know the source of wartime information, particularly of a social or political character.

They also have the right to know about the progress of the war, and they are being told about it daily to an extent never equalled in any previous war.

12. PHOTOGRAPHS AND MAPS

[Applicable to press only.]

13. MISCELLANEOUS

The Code of voluntary censorship makes certain general requests on such subjects as casualty lists, interned aliens, and movements of important official personages.

If all casualties were identified as to specific military units or exact locations, the enemy would learn a great deal he does not know about the effects of his operations.

The restrictions regarding interned persons arise from considerations of personal safety, as well as from the possibilities of reprisal in case of unsubstantiated reports regarding camp conditions.

The request that there be no disclosure about the movements of the President and of other official personages is based on reasons of safety. The President is the Commander-in-Chief. He and his officers do certain traveling, and it is obvious that the enemy would like to know about it and would like to do what he can about it.

It is requested that there be no premature disclosure of diplomatic negotiations. This is a total war. A defeat on the diplomatic front might easily be as damaging as a military defeat and disclosure of plans beforehand might be as disastrous in the one case as in the other.

It is true that some of the facts regarding many things mentioned in the Code will be known to many Americans. But the same is true of almost all war information, including the time and sailing of military convoys. The voluntary Code appeals to newspapers and broadcasters not to spread such information still further.

NOTE: Anyone who wants a complete copy of the Code, either in order to understand better the wartime problems of newspapers and radio or for his own guidance in helping to keep dangerous information out of circulation, may obtain such a copy by writing the Office of Censorship, Washington, D. C.

Red Cross Dramas

AS A PART of its nation-wide drive, the American Red Cross is completing arrangements for a series of 15 transcriptions, tentatively titled *This Is My Story*, for distribution and release on radio stations throughout the country. Using scripts prepared by Hollywood Writers Mobilization, each program will dramatize an actual case in which the Red Cross has given aid, with appeals by soldiers in the various battle zones to be dubbed in at end of the transcriptions. Participations of name talent in the series has been approved by Hollywood Victory Committee.

More Than
325
ADVERTISERS-
GREYHOUND RACES

Since January 1, 1942, more than 325 leading advertisers have used KTAR, Phoenix. It's the greatest volume of business ever handled by any radio station in this area—another FIRST for Arizona's most powerful broadcasting station. The great Southwestern market, completely served by this popular NBC-Blue Network outlet, has never been richer in merchandising opportunities. Get your share through KTAR, Phoenix.

SPONSORS BUYING SERIES IN SPANISH

PARTICIPATING in a three-quarter-hour series six times weekly on WBNX, New York, as *The Spanish Hour*, are seven national and local advertisers, representing the clothing, jewelry and pharmaceutical industries, as well as a business school and a chain of music stores. News and music are featured on the program, aired 7:30-8:15 p.m.

Sponsors, all of whom have signed for the broadcasts through Consolidated Adv., New York, are: Cabby's Dress Center; Castellanos Molina Corp., music stores; Mario Gonzalez Inc., clothing stores; Latin American Institute, commercial school; Rodriguez Bros., jewelry firm; Stanback Co., Salisbury, N. C., Plough Inc., Memphis (Pen-etro, St. Joseph's Aspirin).

Gonzalez and Castellanos also sponsor quarter-hour segments of a Sunday hour on WBNX handled by Consolidated. A half-hour of this section is given over to a sustaining Spanish series presented by World Peaceways, New York, for the promotion of a better understanding among the Spanish-speaking people of the Americas. Title is *Let Us Be Good Neighbors*.

Radio's 20 - Year - Club Expands to 65 Members

H. V. KALTENBORN, NBC commentator and president of the Twenty Year Club, announces that 65 persons have now qualified as charter members of the organization, founded April 4 of this year for radio veterans associated directly or indirectly with the broadcasting industry for two decades or more. Latest additions to the original list of charter members which appeared in BROADCASTING, Aug. 10, are:

Gerald Bourke, CKCA, Kenora, Ont.; Carl Butman, radio consultant, Washington, D. C.; Robert Campbell, *Greenwich Times*, Greenwich, Conn.; A. O. Coggeshall, WGY, Schenectady; Edward Cullen, NBC; Orrin Dunlap, RCA; John Flynn, WEAF, New York; Charles Francis, WEAF; Arthur Giammatteo, WEAF; Henry Goldenberg, WHB, Kansas City; Sherman D. Gregory, WEAF; William Jacoby, WJR, Detroit; F. W. Kenworth, NBC; Edwin Kraft, Northwest Radio Adv., Seattle; Vincent Kraft, KXA, Seattle; John Patt, WGAR, Cleveland; J. R. Poppele, WOR, New York; John Schilling, WHB, Kansas City; Joseph White, NBC; Gordon Windham, NBC.

Kyser's Camp Plans

IF SATISFACTORY arrangements can be made, Kay Kyser will take his orchestra and radio troupe overseas for USO camp shows and personally pay all expenses. Kyser, star of the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike), reportedly volunteered this service to the War Dept. and is awaiting sanction. How it will affect his sponsorship was not revealed but it is generally believed that if satisfactory broadcast arrangements cannot be made, the sponsor will give him a brief leave of absence to entertain the AEF.

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MIDWAY ISLAND drama was reenacted by these Marines during the weekly *Halls of Montezuma*, half-hour program originating from the San Diego (Cal.) Marine base and released on Mutual. Recreating the actual battle experience are (l to r) Pvt. N. D. Jolley, former writer-announcer of KOME, Tulsa, and Cpl. George Collender, narrator for the broadcast and former New York announcer.

Bank Group's Campaign

CANADIAN BANKERS ASSN., Montreal (chartered banks), on Nov. 9 started transcribed dramatized spot announcements on a large number of Canadian stations thrice-weekly. Campaign, which is tied up with a newspaper campaign along similar lines, is handled by A. McKim Ltd., Cockfield Brown & Co., and R. C. Smith & Son, all of Toronto.

SOLVING A WARTIME PROBLEM

Station Develops Programs Designed to Aid in Solving the Employment Problem

By GEORGE H. JASPERT

General Manager, WPAT, Paterson, N. J.

HOW A LOCAL station can do an out-and-out job of aiding the war effort, is demonstrated by what we have been doing since last month. On Oct. 19, after a tryout period, WPAT started a series of weekday half-hour programs titled *North Jersey Women at War*, now called *North Jersey War of Production.*

It was an entirely new sort of program. It was not conceived and developed with the idea of making money. All it hoped to do was fill a want which we felt only a radio station could fill. Now it's sponsored.

For a long while, those in charge of war production in New Jersey and others were aware that the employment problem in New Jersey war plants was growing more and more acute. Jobs were going begging—with no one to fill them. Employment managers were pleading everywhere for help. They were appealing to men, and they were appealing to women. The response was small. A survey was made of Government agencies and industrial plants and as a result WPAT started its program.

Recognizing that if even out-of-State help was available, there would be a housing shortage were that help to come to New Jersey, WPAT believed the only solution to the problem was to make New Jersey women war-plant-job conscious, and to arouse in them the desire to make a concrete contribution towards the war effort. And so *North Jersey War of Production* is aimed directly at them, with these three points in mind: (1) to encourage them to take jobs in war industries, (2) to urge them to persuade their men-folk to investigate war-work opportunities, (3) to bring their influence to bear upon production efforts by male and female workers.

Based on Letters

Every weekday at 10 a.m. the program—much of the script is based on letters received by WPAT—is on the air. It is conducted by Monte Meacham as m.c. and Adele Hunt as employment counsellor, both of whom are employed by WPAT exclusively for the daily broadcast.

The program features: "Need for Skilled and Unskilled Workers", "Positions Available", "Homemakers Becoming War Workers". It tells women specifically how they can get jobs in war industries even if they are unskilled or no longer young. Recently interviewed by Mrs. Hunt was a young woman worker in a war plant who is totally blind.

Despite that handicap she is doing a 25% better job than girls with full sight because of her specially developed sense of touch. In addition to interviews with employes and employers, the whole program is spiced with martial music which Program Director Henry Miller finds inspires listeners and breaks the tedium of words alone.

Women who for various reasons are unable to get into war work themselves are told how they can help in other ways. They are urged, for instance, to use their influence to induce old or retired industrial workers to go back to work. They are told to stir to punctuality men and women already employed, for lateness and absenteeism cause more loss of time to essential industry than do strikes. They are shown the need for providing living quarters for war workers in crowded areas. And they are educated to the importance of safety off the job as well as on the job.

Scripts Checked

Points highlighted in the talks are "Replacement of Men by Women", "Importance of Working Near to Home", "Age Limits", "Wage Scales", "Factory Sanita-

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WNOX

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Affiliated with THE KNOXVILLE NEWS-SENTINEL

Knoxville, Tennessee

tion", "Labor Relations", "Child Care", "Personnel Relations", "Safety", "Proof of Citizenship", "Lateness".

Before a syllable was sent out on the air, scripts were submitted to the Office of Censorship in Washington. Now material for the broadcasts is obtained through the various Government departments, including the War Production Board, the Civil Service Commission and the U. S. Employment Service. Although it started out as a non-commercial feature, it is now being sponsored by the Wright Aeronautical Corp. of Paterson, the Star Electric Motor Co. of Bloomfield, and the Walter Kidde Co., of Belleville, all in New Jersey.

Each sponsor is given an equal break on every broadcast. When some individual is not highlighted, individual jobs that can be filled are played up. Some excellent results have been obtained both in the placement of individuals particularly suited to a special job, and in mass response.

Our *North Jersey War of Production* is doing a good job. Not only has it found work for a great many people but it has awakened the interest of thousands of women who had not realized, prior to listening to the broadcasts, how much of a part they must play on the war production front.

Patent Granted Method Of Protecting Wireless Message From Jamming

A METHOD of sending secret wireless messages that cannot be jammed is described in Patent No. 2,298,562 issued by the U. S. Patent Office to Francois Charles Pierre Henroteau, of Ottawa, and described as follows by *Science Service*:

"Jamming wireless signals or a radio program is quite easy. All the malevolent spirit has to do is to send out a wave of precisely the same frequency as that on which the message is being sent, and howls and whistles in the receivers make it unintelligible. This can be done, the inventor states, with any of the secret message systems so far proposed except those using ultra-high frequency, and these are not of great value because of their short range.

"His method of avoiding jam and still maintaining secrecy is to distort the sending wave by means of what he calls a key plate, which varies the frequency of the wave in an irregular way according to a pattern on the plate. A similar key plate at the receiving end removes the distortion. If an enemy should happen to find out the pattern being used, the key plates can be changed.

"The sending wave cannot be jammed in this system because the enemy would have to vary the frequency of his wave in precisely the same way."

WLOF, Orlando, Fla., has appointed Burn-Smith Co. as national representative, excluding the southern territory which will continue to be represented by B. Frank Cook, Atlanta.

Louisville Group Obtains CP Dismissal As Part of Equipment Is Unobtainable

UNABLE to obtain equipment due to the freeze order, the group of Louisville citizens who last year obtained a construction permit for a new regional station there, to be known as WINK, last week secured a dismissal of the CP without prejudice. The FCC was informed that the company, Mid-America Broadcasting Corp., was unable to meet the April 27 construction deadline. Although it once had most of the equipment on hand, some of the elements could not be obtained and the other equipment accordingly was sold.

The dismissal Nov. 11 came almost one year to the day, Nov. 12, 1941, when the FCC authorized the new station to operate with 1,000 watts night and 5,000 day on 1080 kc.

The company included among its officers and stockholders James F. Brownlee, president, head of Frankfort Distilleries Inc.; Milton S. Trost, vice-president, director of the Kaufman-Straus Co. department store; Edward L. Altshuler Jr., secretary, head of a local tire agency; L. T. Smyser, treasurer, realtor; Henry Fitzhugh Jr., insurance man; Willard G. Johnson, director, secretary of the local Pepsi-Cola Bottlers Inc.; Lawrence Jones, director, chairman of the Frankfort Distilleries; Emanuel Levi, former business manager of the *Louisville Courier-Journal* and *Times*, now president of the Independence Insurance Co.

Seventh to Drop

The surrender of WINK's construction permit is the seventh of record so far this year. The other authorized new stations, most of them locals, which will not be built, in most cases due to equipment shortages, are WPER, DeLand, Fla.; KODK, Kodiak, Alaska; WHAL, Saginaw, Mich.; KTOM, Brainerd, Minn.; KTRN, Tacoma, Wash.; WMAW, Worcester, Mass.

Ellis Joins WCAO

Mr. Ellis

ROBERT ELLIS, former CBS announcer-vocalist, has been selected to conduct the *Morning Musical Clock* on WCAO, Baltimore, participating show broadcast daily except Sunday 6-9 a.m. Mr. Ellis was featured over CBS on the *Song Styles* program originating from WJSV, Washington. He was also soloist with the Marine Band during the National Capital Cherry Blossom Festival in Washington. Prior to joining WCAO he was with WHP, Harrisburg.

KSD

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Equipment Economy

NEITHER stations nor sponsors need have any qualms about the transmitter adjustments ordered into effect Dec. 1 as a wartime equipment conservation move. Actually, the one decibel power reduction, applicable horizontally to all stations, means no diminution of service area worthy of mention whether the station is large or small.

It does mean an infinitessimal loss of quality, a comedown from the extremely high standards always enforced by the FCC, but even this loss will not be discernible to the human ear. Best of all, no station suffers to the advantage of another, and the whole industry should benefit from the increase in the life of components which the change will afford—estimated by FCC engineers at anywhere from 20 to 50%.

This approach to the problem of equipment economy was not done hastily or with any thought of crackdown in mind. The Commission ordered its engineers to conduct field tests in an eastern city last summer where all six broadcast transmitters, varying in power from 250 to 50,000 watts, were asked to adjust themselves to the 1 db. reduction. The tests were entirely successful. Not even the station staffs, who were pledged to secrecy, let alone the public, noticed any difference whatsoever. The ear attunes itself to new conditions very readily and, like the sound of transcriptions made specially for broadcasting, no one could discern any difference from the original.

American broadcasting, some of its segments fearing extinction because of the equipment shortage, thus meets that problem, in part at least, with the cooperation of the Commission and its engineers. And so far as the economic problem is concerned, the Commission took cognizance of that, too, when it ordered discretionary reductions in operating hours which may help counter not only the loss in local sponsorship but the technician shortage in some communities. Fulltime stations may now operate as little as six hours a day, picking their own times according to the convenience of their audience and clients, if they find they must curtail.

Further curtailments may be forced as the war continues and as the business situation shakes down. It may be that some stations will want to suspend operations entirely without losing their licenses. The FCC appears to be fully cognizant of this desire and sympathetic toward it. But it does not want to order any station off the air yet and is unlikely to do so in the light of radio's recognition as an industry essential to the war effort. It recognizes that some stations most seriously affected by the changing economic picture are the very ones in remote areas which the Government is most anxious to keep on the air.

There is no disposition to order any station off the air. But if some do ask to suspend, for good reason, there is ground to expect that they will regain their licenses when the war is over, though it is practically a certainty that their equipment will either be purchased or borrowed for other essential needs, broadcasting or otherwise.

It is something of a tribute to the staying power of the industry that since Pearl Harbor, though six holders of construction permits for new stations surrendered their CP's for inability to get equipment or unwillingness to venture into new radio enterprise in these times, only four licensed stations have actually gone off the air. The reasons are not clear in all instances, though in the case of one (KFPL, Dublin, Tex.) it gave up the ghost voluntarily because of inability to get technicians. One other, the high school-owned, noncommercial, part-time WSVS, Buffalo, also voluntarily surrendered its license. The other two apparently were victims of the times—the 1,000-watt KXKX, Kansas City, and the 100-watt KIDW, Lamar, Col., both of which defaulted their license renewals. In no instance was there any appreciable loss of service in their areas, which are otherwise well covered by other stations.

Uncle Sam Steps In

AGAIN the Government's machinery prepares to go into action against the American Federation of Musicians in its recording strike and in its local strike threats against broadcasters. After delay on Capitol Hill, Senator Wheeler at last has named a five-man subcommittee to go into the heart of the AFM's stranglehold on the broadcasting, phonograph and juke-box industries.

Preliminary evidence uncovered at Senator Clark's short probe before the Senate ordered an AFM inquiry was so damaging to the union that a complete investigation was inevitable. Thus while the union escaped a Federal court injunction on a legal precedent based on juridical technicalities, it now faces a wide-open exposure of its strangling operations by a Senate committee. Senator Clark showed his mettle in the preliminary probe by fearlessly going into the vulnerable operations of the AFM.

Still another Government weapon may enter the music melee. This time it is the War Labor Board, and AFM talk would indicate that the union wants no part of this generally pro-labor administrative agency. The WLB angle rises out of the possibility that negotiations such as those between the Detroit AFM Local No. 5 and Stations WJR WXYZ WWJ, might bog down before the local mediation boards.

If strike threats become serious, the stations might ask the U. S. Conciliation Service to intervene. Assuming the stations are firm in refusing to yield to unreasonable demands, the battle would then go to the WLB, which at present has little inclination to approve such business-as-usual demands as shorter workweeks along with creation of unnecessary jobs.

FRANKLY recognizing itself in the minority as a result of its postcard survey, the founding directorate of the projected American Broadcasters Assn. has voted to disband it. Granted that disaffection toward NAB still prevails, is it too much to hope for that internal unity can now prevail and that any needed reforms can be effected from within the framework of NAB!

Untold Saga

WHEN THE WHOLE story of radio's role in the current American invasion of Africa can be told, it will provide a saga in the history of broadcasting. For obvious reasons, both our military and civilian battlers on the psychological war front cannot give out all details as yet. It can only be conjectured just how the French were bombarded with Allied messages as the invasion proceeded; did our forces, as the Nazis always have done, make radio stations one of their first quarries, or did our Army Signal Corps land portable broadcast transmitters on the beaches with them?

We do know that President Roosevelt's message to the French people, in France and in the invaded colonies, was one of the signals for invasion. We do know now that the President transcribed his messages in his own French, and had them translated onto transcriptions in a score of languages, well ahead of the operation. We know that the secret was well kept by everyone who worked on the radio end.

These went out via our own battery of shortwave stations and of course must have been carried over the BBC European and Overseas services' multiplicity of long, short and medium waves. There were also the momentous broadcasts by General Eisenhower, General DeGaulle, General Giraud and presumably by the American commanders in the field. It was a tremendous radio operation, apparently finely synchronized to the battle plan. Hitler's minions must have had a great time trying to jam this rain of frequencies, if they tried.

It was inevitable that the American shortwave stations should have been brought into an "integrated whole" in preparation for this and other military operations. It matters little now whether private or Government agents operate those stations, so long as they play their part in the military scheme properly and efficiently.

We Pay Our Respects To —

COLONEL ALFRED WARRINGTON MARRINER

"THIS is a war of communications." Because broadcasting, radiotelephony, radiotelegraphy, and other forms of transmitting information are so vital, the Directorate of Communications has been organized by the Army Air Forces. In charge of this fast-growing agency is Col. Alfred W. Marriner, who bears the title of Director of Communications, Headquarters, Army Air Forces.

Known to hundreds in the broadcasting industry, Col. Marriner has many ex-broadcasters on his staff to aid in developing this phase of war-waging. Indication of the rapid growth of the Directorate of Communications is found in the revelation that more than 100,000 men have been trained this year in Army Air Forces communications. The Directorate of Communications handles all communications dealing with the Air Forces.

Col. Marriner, now 51, has the finest sort of technical background for his task. Born Aug. 16, 1891, he attended the U of Illinois, taking an electrical engineering and mechanical engineering course. In 1918 he was commissioned a second lieutenant in the Aviation Section of the Signal Corps. He was appointed a first lieutenant in the Air Corps on July 1, 1920.

From that point he has been through all grades of the Army, from a second lieutenant to a full colonel. Moreover, he is rated as an airplane observer.

Col. Marriner took the aeronautical construction course at Massachusetts Institute of Technology after having specialized in gas engines. Since 1920, he has lived and worked in communications, day and night. During his exciting Army career he has had a variety of assignments and his official record is dotted with stories of technical innovations. Among these was the first broadcast from a Zeppelin.

For three years Col. Marriner was director of the Air Corps Communications School. He is a graduate of Air Corps Tactical School and the Army Industrial College, and was instructor in tactical communications at the former school. Prior to assignment as Director of Communications, he was technical executive and communications officer, Materiel Division, Wright Field, Dayton.

As a matter of fact, Col. Marriner has been actively engaged in communications work in the Air Corps longer than any other officer in that branch of the Army. He has built and operated various Air Corps and amateur stations, and has been associated with development, procurement, installation, maintenance, operation, personnel and training functions of the Air Corps communications.

The staff of the Director of Communications includes many names familiar to broadcasters. Among those associated with Col. Marriner are Lt. William J. Scripps, former manager of WWJ, Detroit; Capt. J. Elroy McCaw, president and general manager of KELA, Centralia, Wash.; Capt. John A. Hartman Jr., former FCC attorney; Lt. George X. M. Collier, formerly of WCCO, Minneapolis; Capt. Arthur H. Schroeder, formerly of KFAB-KOIL-KFOR, in Nebraska; Lt. Col. Wilmer Allison, formerly of KNOW, Austin, Tex.; Lt. Col. Marshall S. Orr, FCC attorney; Lt. Col. Theodore L. Bartlett, FCC attorney; Lt. Gerald E. Branch, of WLW, Cincinnati; Lt. Lefferts A. McClelland, formerly with NBC Washington.

The job of these radio men, working with Col. Marriner, is to aid in setting up a super-communications system, which the Army claims is essential to smashing victories on all fronts. In this war of speed, with communications the first line of defense and first weapon of offense, Col. Marriner brings to his important post a background of experience and training that permits split-second coordination and quick decisions under difficult circumstances.

Appropriately, Col. Marriner's hobby is flying. He is an associate member of the Institute of Radio Engineers and a member of Chi Phi fraternity.

Personal NOTES

C. E. ARNEY Jr., assistant to NAB President Neville Miller, was married in Washington Oct 16 to Miss Sherley Rude, formerly of Seattle.

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, has been elected to the board of directors of the City Business Club of Philadelphia.

BART McHUGH, vice-president of Music Corp. of America, left New York last week to become manager of the company's radio activities in the West Coast office.

MAXINE EDDY, former advertising manager of KGFF, Shawnee, Okla., has been appointed manager of that station, effective Nov. 11.

GEORGE BINGHAM, account executive of WGNY, Newburgh, N. Y., has joined the armed forces. Joseph Rake has been promoted to advertising manager of the station but will continue to m.c. the *Breakfast Club* program.

RICHARD W. DAVIS, general manager of WNBC, Hartford, has been appointed chief yeoman in the Navy, and assigned to Flotilla 719, U. S. Coast Guard Auxiliary. For the time being, he will carry on his regular duties at WNBC.

CLEM J. RANDAU, former vice-president and general business manager of United Press, has been appointed business manager of the *Chicago Sun*, which is affiliated with WJWC, Chicago.

HENRY FRANKEL, of the radio department of A. & S. Lyons, New York talent agency, has resigned to join the Frederick Bros. Music Corp., New York, where he will organize and manage a radio department.

ROBERT WOOD, of the Chicago sales staff of WOR, New York, is the father of a boy born Nov. 8.

KEITH KIGGINS, BLUE's vice-president in charge of stations, is in Florida for a three-week vacation to recuperate from an attack of influenza.

CLIFF NELSON, business manager of KVOA, Tucson, is father of a 9-lb. 4-oz. baby boy.

IRENE DAVIS former commercial manager of WNEW, New York, has completed her basic training as a WAAC.

JIMMY FOX, account executive of KWKW, Pasadena, Cal., has joined the Navy. He is the son of J. Leslie Fox, Southern California manager of Paul H. Raymer Co., station representatives.

AMOS BARRON, account executive of KFI-KECA, Los Angeles, has joined the Army.

PETER O'CROTTY, West Coast exploitation director of CBS Hollywood, has resigned to join the OWI in New York, and will be assigned to overseas duty.

DAVID A. BENNETT, formerly of the sales staff of WJWC, Chicago, and of the advertising department of the *Chicago Sun*, has joined the sales department of WAIT, Chicago. He at one time operated his own agency in Chicago. Mark Love, formerly music director of WJWC, Chicago-Hammond, has joined WAIT as narrator of the one-hour daily program of recorded classical music, *Symphony Hall*.

JENNINGS PIERCE, station relations manager and public service programs director of NBC Hollywood, is currently on a conference tour of network affiliated and operated stations in the Western area.

HAROLD R. CARSON, CFAC, Calgary, and All-Canada Radio Facilities Ltd. has been in Toronto in connection with business of the Air Cadet League of Canada, junior air force, of which he is a director.

JOHN G. PORTER, formerly with the General Electric Co. publicity department, Schenectady, has been appointed in charge of all sales promotion activities of the transmitter and electronic tube divisions of the radio, television and electronics department.

CLARENCE G. COSBY, commercial manager of KXOK, St. Louis, has returned to his desk after conferring with West Coast agencies.

JEROME B. HARRISON, salesman of WABC New York, has been named chairman of the advertising division committee of the Young Men's Board of Trade of New York.

PRODUCTION STAFF REALIGNED BY NBC

IN A REALIGNMENT of the NBC production staff, which has lost several members recently [BROADCASTING, Nov. 2], Mel Ferrer has been appointed to replace William Wilgus, production director, who has resigned to join a Government agency. Former stage manager and actor, Ferrer has lately been writing and producing radio programs on the West Coast. James Haynes, another NBC director, has resigned to join the OWI as assistant studio manager. Gordon Whyte, who substituted for Lester Vail while the latter was on leave of absence, will be retained as a permanent member of the production staff. Vail returns this week.

Other changes include the promotion of Elizabeth Shay, formerly in charge of talent booking and auditions, to night administrative assistant, and the advancement of Alberta Hackett to day administrative assistant, replacing Sue Foster, resigned. Winifred Law takes over Miss Shay's duties, assisted by Eleanor Kilgallen, daughter of James L. Kilgallen of INS, and sister of Dorothy Kilgallen, columnist of the *New York Journal-American*. Louis Welsh assumes Miss Hackett's work, with Marie Brehart as her assistant.

MCA Coast Depletion

WITH Walter Johnson, West Coast radio manager of Music Corp. of America, assuming his Marine lieutenancy Dec. 15 and Lester Linsk of that department in the Army, drain on manpower through draft and enlistment has cut deep into personnel of the talent service. Others already in service from the Beverly Hills, Cal., staff are Harry Tatelman, Levis Green, Art Winston, Amory Eckley, Abe Meyer, Art Parks, Herman Stein, Robert Turner and Reul Freeman.

WCAO
in Baltimore

CONSISTENTLY
REACHES &
INFLUENCES

*the cream of
your sales
potentials*

•
600 KC
•
CBS BASIC
•
5,000 WATTS
DAY & NIGHT
•

Paul H. Raymer Co.
Nat'l Sales Representatives

BEHIND the MIKE

MARIE HOULAHAN, formerly publicity director of KQW, San Jose, Cal., has been named publicity director of WEEI, Boston, according to Harold E. Fellows, general manager. Miss Houlahan will take over her new duties Nov. 16, replacing Walter J. Murphy, who has joined the CBS publicity department in New York.

ROLF H. HERTSGAARD, formerly of KROC, Rochester, and George W. Johnson, formerly of WHLB, Virginia, Minn., have joined the announcing staff of WCCO, Minneapolis. Ed Wegener has left the station to join WLB in the same city. Jane Davis Wall has joined the publicity department of WCCO.

OWEN McFARLAND, former announcer of WSGN, Birmingham, has joined WCBM, Baltimore, succeeding Thomas J. Severin, who has enlisted in the Army. McFarland was at one time page and later a supervisor of the NBC guest relations staff.

RANDY HALL, formerly producer-writer of McCann-Erickson, Los Angeles, and more recently with Standard Radio, Hollywood, has joined the staff of the Coordinator of Inter-American Affairs in the latter city. Working under direction of Jack Runyon, West Coast radio manager, he will produce recorded programs for shortwave to Latin-American countries.

FRANKLIN MacCORMACK, former narrator on the Wayne King programs, on Nov. 23 becomes commentator on *Hymns of All Churches*, thrice-weekly program on NBC, sponsored by General Mills. He succeeds Joe Emerson, who retired recently after nine years on the program.

JACK STAFFORD, sports announcer of KMPC, Beverly Hills, Cal., and Elizabeth Merrill of that city, were married Nov. 1 in Phoenix, Ariz. Stafford is currently awaiting call to the Army Air Forces.

PAUL MASTERSON and Bill Stokey, announcers of BLUE Hollywood, have been inducted into the Army. Bill Walker, of the guest relations page staff, has taken over Stokey's former assignment.

DAN HYLAND Jr., former assistant program director of WFEA, Manchester, N. H., has joined the staff of WHAI, Greenfield, Mass.

BILL FEILD, former salesman-announcer of KFJZ, Fort Worth, has joined the merchandising and announcing staff of WRR, Dallas.

HARRY ROBATOR, formerly of WATR, Waterbury, has joined the announcing staff of WMAS, Springfield, Mass.

PAT KELLY, publicity director of KFRC, San Francisco, married Patti Boyd, formerly assistant music librarian of KHJ, Los Angeles, on Nov. 6 at San Francisco.

JEAN MORK, recent graduate of Beck School for Radio, Minneapolis, has joined the staff of WOAI, San Antonio.

FRANK MARTIN, Hollywood radio actor, has been assigned as announcer of the weekly CBS *Lights Out*, sponsored by Ironized Yeast Co. He replaces Bob LeMond who recently joined the Army Air Force.

HELEN KUBLIN, of the BLUE research staff, was married Nov. 7 to Leonard Gacki, of the Fairchild Aviation Corp.

Many Changes at KLX

EARLE CALDWELL, former theatrical agent, has been added to the public relations staff of KLX, Oakland. Virginia Hildreth, KLX office manager, was married to Pvt. E. May just before his departure for camp. James Hayes, formerly of KMJ, Fresno, and Gene Norman, formerly with several New York stations, have joined the KLX announcing staff. Don Mozeley has joined the station as news editor, and Josephine Marston, formerly on the American consulate staff at Prague, Czechoslovakia, has been appointed secretary to General Manager Adriel Fried.

JOHN WILLIAMS, chief announcer of WDEV, Waterbury, Vt., has been appointed program director, replacing Harold Deal. Stuart Perry has been named news editor in addition to his announcing duties, and Mrs. Olive Whittemore has been appointed to the commercial continuity staff. Al Sanders, formerly theater publicity man, has joined the WDEV sales staff.

JACK WAGES, announcer-producer of KOY, Phoenix, has returned to his desk after being confined to his home with an attack of influenza.

AL LAUGHREY, newswriter of KHJ, Hollywood, and Esther-Lou Hatch, continuity writer of Raymond R. Morgan Co., agency in that city, announced their engagement Nov. 1. They plan to be married before the Christmas holidays.

JOHN GROLLER, former announcer of WGBI, Scranton, Pa., has joined KFAC, Los Angeles.

KAY KEMPER, head of script department of KHJ, Hollywood, has been transferred to the transcription department as aide to Von Urbanski. Andy Sijakovich has taken over Kemper's former duties.

FAY RUMAGE, auditor of KMTR, Hollywood, and Pvt. Alan Snodgrass of Gary, Ind., were married recently.

PEGGY HOFFMAN BRENNEN, formerly of J. M. Mathes Inc., New York agency has joined the continuity department of KOY, Phoenix. Glenn Horton, also of that department, has resigned.

RAY MACKNESS, announcer-producer at Canadian Broadcasting Corp. Vancouver studios, has joined the Royal Canadian Air Force as pilot officer, and is going to Great Britain in charge of recordings and recording equipment for RCAF radio broadcasts on Canadian stations. Mackness has been in radio in Vancouver for the past 16 years, starting as a ship's operator and engineer. He has been with CBC since 1938.

DON FORBES, formerly Hollywood newscaster on the nightly Pacific NBC *Richfield Reporter*, sponsored by Richfield Oil Co., now in the Army Signal Corps, is stationed in Seattle with the engineering division of the Alaska Communication System.

BOB STERENBERG, newsman of KFNF, Shenandoah, Ia., recently married Alberta M. Jensen of Estherville, Ia. Al Staas, production man of KFNF, recently became father of a girl, born Oct. 6.

EMA LOU BIRELINE, formerly a newspaper reporter, has joined the staff of KSAL, Salina, Kans.

TED TAYLOR, announcer of WFDF, Flint, Mich., has enlisted in the Army as an air cadet.

LILLIAN GOLDEN formerly of WMCA, New York, has been named publicity director of WBYN, Brooklyn.

JOHN C. SCHRAMM, assistant manager of the public service division of the BLUE, has been transferred to the production staff where he serves as a producer-director, effective Nov. 16. Ed Carroll, BLUE production man, joined the Coast Guard the same day.

JOSEPHINE WETZLER, formerly in charge of women's programs at WMBD, Peoria, has joined WJWC, Chicago.

ART FORD, formerly of WOV, New York, has joined the staff of WBYN, New York, as special features director.

LEN STERLING, announcer of WOR, New York, is father of a boy, born Oct. 31. Virginia Cornish, of the WOR publicity department, resigned Nov. 13 to join the staff of *Mademoiselle* Magazine.

FRANK BINGHAM, Hollywood announcer on the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay), has joined the Army Signal Corps Reserve. Ken Carpenter has assumed his duties.

HAL STYLES, Hollywood commentator featured on the daily *Face the Facts* on KFWB, that city, and Lenore Cordial, his secretary, were married Nov. 9.

ROBERT GREENE, former announcer of KOIN, Portland, Ore., has joined KROW, Oakland, Cal.

LOU LONDON, program director of WPEN, Philadelphia, has been named publicity chairman of the newly-organized Neighborhood Victory Bond Committee in Philadelphia under the auspices of the Treasury's war bond sales offices.

LYLE BURT, announcer of KOMO-KJR, Seattle, has enlisted in the Navy and is temporarily stationed at Bremerton, Wash. Alice MacLean has rejoined the station after several years absence, and Alice Selander has joined the accounting department.

The ALABAMA TRIO

offers you

Complete Coverage Of A Great Market
And A 10% Saving!

In buying radio coverage—just as in war production work—you need the *right combination* of "tools" to get the job done. The "right combination" in Alabama's vast war production market is the ALABAMA TRIO. These three stations blanket the entire state and parts of *six* others. Look into the BIG savings offered by this *right combination*—10%, to be exact!

WSGN BIRMINGHAM WSFA MONTGOMERY WALA MOBILE
REPRESENTED BY HEADLEY-REED CO.

LEITH STEVENS, musical director of NBC Hollywood, after completing two more broadcasts of the weekly NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), will be assigned an overseas post with the Office of War Information. Stevens may head OWI radio division in Australia, it was reported.

JACK MATHER, Hollywood announcer, has been assigned to the weekly NBC *Tommy Riggs & Betty Lou Show*, sponsored by Lever Bros. (Swan soap). He replaces Frank Graham.

TOM NOONE, formerly announcer of KFH, Wichita, Kan., has joined KFI-KECA, Los Angeles. He replaces George Dvorak who joined the Army Air Force.

BERNIE SMITH, formerly farm editor and public relations director of KFI-KECA, Los Angeles, has been inducted into the Army.

RAY SCHULTZ, in the publicity department of NBC, Hollywood, has joined the Navy. Bertie Nichols, formerly in the advertising department of I. Magnin & Co., Los Angeles women's apparel shop, has taken over Schultz's duties.

MAX HUTTO, formerly NBC Hollywood, producer and now in the Army Air Force, is stationed at Stuttgart Field, Ark.

RAY ANDERSON, of the CBS Hollywood, news bureau, has joined the Army.

LOWELL SMITH, formerly announcer of KFXM, San Bernardino, Cal., has joined KNX, Hollywood, in a similar capacity.

JOHNNY GREEN, New York writer on the weekly CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), is currently in Hollywood for script conferences with Tom McKnight, producer of William Esty & Co.

PHIL WATER, formerly of announcing staff of WIZE, Springfield, O., is now with the Army's 803rd Chemical Co., at Herbert Smart Airport, Macon, Ga.

HERBERT O. MORRISON, formerly of WCAE, Pittsburgh, has been promoted to the rank of captain of the Army Air Forces at the Oklahoma City Air Depot, where he is assistant operations officer.

RAY HUNT, formerly of WHAS, Louisville, has joined the announcing staff of WBT, Charlotte.

RUTH FREISS, formerly of KUJ, Walla Walla, Wash., is now in charge of the transcription library of KSL, Salt Lake City. James Burdette Clark, formerly of KFPY, Spokane, has joined the announcing staff of KSL.

TED WILLIAMS, formerly racing expert of KFAC, Los Angeles, has rejoined the staff of WIND, Chicago, after an absence of several years, to resume his turf announcing job on the afternoon *Sports Edition* broadcasts.

HAL CULVER, announcer of WLS, Chicago, is the father of a boy born Nov. 4.

DUNCAN T. JENNINGS, formerly assistant to Carl Coerper, sales manager of A. S. Boyle Co., Vernon, Cal. (Old English household cleaner, polish), has joined KTAR, Phoenix, as continuity editor. Mr. Jennings at one time was radio director of Logan & Arnold Inc., Los Angeles agency.

SUE FOSTER has resigned as office manager of the NBC production department, New York.

KATHRYN CRAVENS, commentator of WNEW, New York will serve as national radio contest chairman for the National League of American Pen Women for the fourth consecutive year.

AL BRAMSTEDT, announcer of KSFO, San Francisco, has resigned to return to KFAR, Fairbanks, Alaska.

FRANK CADY, former announcer of BBC, London, has joined KYA, San Francisco.

DAVE VAILE, announcer of KQW, San Francisco, recently resigned to join CBS Hollywood.

FRED RUEGG, announcer, has been transferred from the San Jose studios of KQW to the San Francisco studios.

VIRGINIA MIKULAK, wife of "Iron Mike" Mikulak, Oregon and Minnesota football star, now an Army major overseas, recently joined the continuity department of KGO, San Francisco.

BILL EDMUNDS, announcer of WHN, New York, recently became the father of a girl.

KEITH KERR, has taken over the announcing duties of Tom Noone of KFH, Wichita Kan. Noone is joining the announcing staff of KFI, Los Angeles.

STANLEY F. CAREY has been named chief announcer of WGNY, Newburgh, N. Y.

Radio Writers Elect

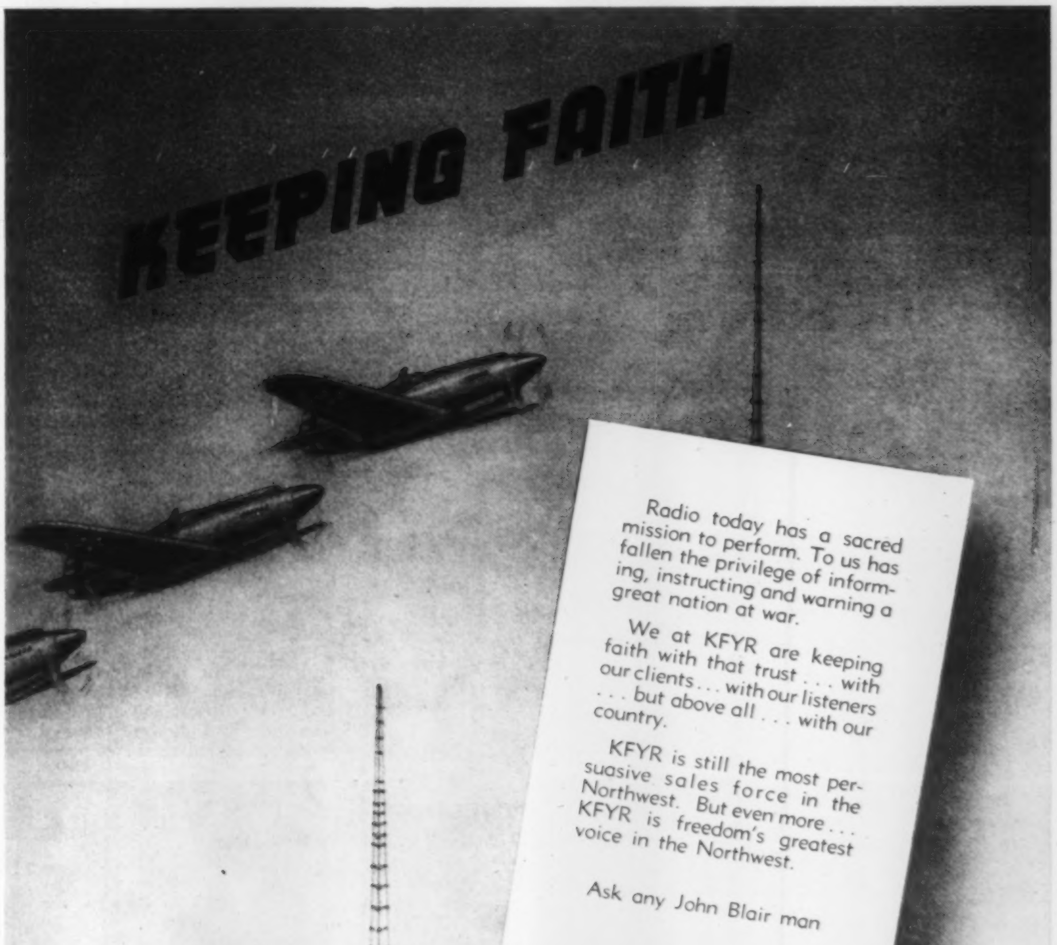
ARCH OBOLER, Hollywood writer-producer of the weekly CBS *Lights Out*, sponsored by Ironized Yeast Co., has been elected vice-president for the Western region of the Radio Writers Guild, succeeding John Boylan. Paul Franklin, writer of the thrice-weekly quarter-hour serial, *Red Ryder*, sponsored by Langendorf United Bakeries Inc., on BLUE Pacific Coast stations, was voted national president by the Western group subject to New York and Chicago balloting. John Boylan, Hector Chevigny, Don Quinn and Carleton E. Morse, were elected to the directorate of the Authors League of America and Western region of the RWG Council. Other Western region council members voted into office were John Dunkel, Hal Fimberg, John Guedel, Chet Huntley, Sam Moore, Ashmead Scott, Everett Tomlinson, Shirley Warde. Georgia Backus and David Novinson continue on the board for an additional year.

'New Yorker' Considers Dorothy Parker Column

DOROTHY PARKER, verse-writer, and a former book reviewer for the *New Yorker* Magazine, has been invited by that publication to contribute a series of articles on radio. If the offer is accepted, it will be the first time the magazine has carried reviews of broadcasts since the death of Ring Lardner in 1933.

Reason given for the hiatus in radio comment is that no acceptable material had been submitted. Miss Parker was to appear on NBC's *Information Please* Nov. 13, having last taken part in the program in 1939. A regular weekly column on radio has started in the *Saturday Review of Literature* [BROADCASTING, Nov. 2].

FRANK GRAHAM, who portrays all characters in the CBS series, *Cosmo Jones*, has been given a similar assignment in the Monogram film, "Adventures of Cosmo Jones".



Radio today has a sacred mission to perform. To us has fallen the privilege of informing, instructing and warning a great nation at war.

We at KFYR are keeping faith with that trust . . . with our clients . . . with our listeners . . . but above all . . . with our country.

KFYR is still the most persuasive sales force in the Northwest. But even more . . . KFYR is freedom's greatest voice in the Northwest.

Ask any John Blair man

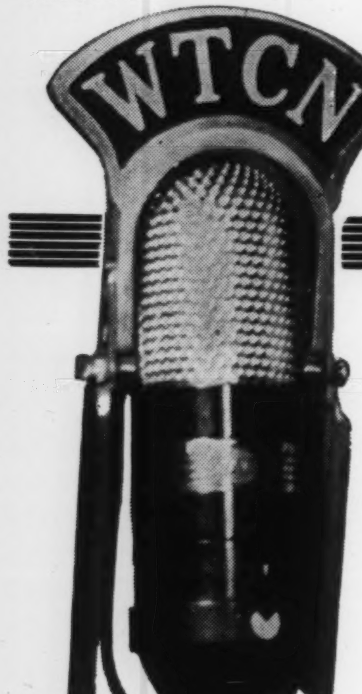
KFYR Bismarck
550 Kilocycles 5000 Watts

Orchids for All

ORCHIDS will be air expressed from Hollywood to mothers of all soldiers, sailors and marines attending the Christmas morning broadcast of the BLUE *Breakfast at Sardi's* cooperatively sponsored half-hour program. Servicemen will be special guests that morning of Tom Breneman, m.c. featured on that six-weekly show, with party being financed by contributions of the regularly attending guests.

Pacific Council Elects

AT THE annual meeting of the Pacific Council of the American Assn. of Advertising Agencies, Dan B. Miner, president of Dan B. Miner Co., Los Angeles, and Joseph R. Gerber, president of Joseph R. Gerber Co., Portland, were reelected governors for two-year terms. Governors continuing in office are: Raymond P. Kelley, secretary-treasurer, Syverson-Kelley Inc., Spokane; James C. Knollin, president, Knollin Adv. Agency, San Francisco; Terrell T. McCarty, president, the McCarty Co., Los Angeles. Officers were reelected for 1942-43, as follows: Dan B. Miner, chairman; Joseph R. Gerber, vice-chairman; Terrell T. McCarty, secretary-treasurer.



MINNEAPOLIS ST. PAUL

For Every Member of the Family

For Every Advertiser in the Twin Cities Market!

●

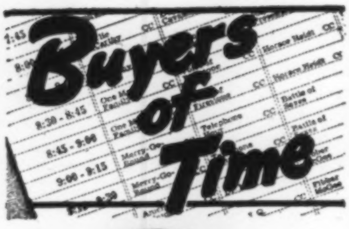
THE NORTHWEST'S MOST POPULAR RADIO STATION

Write for Details of Programs and Time Available, Rates and Market Data

●

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES
New York Chicago Detroit Atlanta
Los Angeles San Francisco

Blue Network



FRANK SILVERNAIL

EARLY experience in the talent end of radio has given Frank Silvernail, timebuyer of Young & Rubicam, New York, a special advantage in buying time for his accounts—a behind-the-scenes insight built up when, with Norman Clark, he was part of the *South Sea Islanders* program on WEAF, New York, in the station's early days.

His entrance into the entertainment world was preceded by the position of assistant national sales promotion manager for General Outdoor Advertising in New York, as well as several years in sales for various companies and a year of banking. Born in Rochester, N. Y., Frank is a graduate of the U of Rochester and spent two years in the Army during World War I as a first lieutenant of infantry in the 78th Division, one year in France.

In 1929, after four years as scheduled talent on WEAF, he became merchandising counsel of NBC, staying with the infant network until 1932 when he resigned to join the advertising department of J. C. Penney Co. in the New York office. This merchandising and general advertising background led again to the radio field, to which Frank seems to have been irresistibly drawn at various stages in his career. He joined Stephen Slesinger in New York, promoting that company's NEA radio program service.

Frank entered the timebuying field in 1938 when he joined Pedlar & Ryan, buying time at that agency for Chipso and Camay, both Procter & Gamble Co. products extensively promoted by radio; Lady Esther Co. (cosmetics); Vitalis, a Bristol-Myers Co. product.

Since April, 1941, at Young & Rubicam, Frank has handled Gulf Oil Co. network and Gulfspray spot radio, Postum and La France-Satina daytime radio for General Foods. He now handles the *Kate Smith Speaks* program on CBS for Swansdown and Calumet, General Foods products; spot radio for Iglehart Bros. Swansdown Family Flour and Birdseye Frosted Foods; all radio for the various Grape-Nuts products; the BLUE program *Duffy's Tavern* for Minit-Rub and Sal Hepatica; the NBC *Eddie Cantor* show for Ipana and Sal Hepatica; and spot campaigns for those same Bristol-Myers products.

Married to the former Ruth Drew of Wilton, Me., Frank has a 13-year-old son, John.

Carrier and Gray Named To Standard Oil Posts

IN A GROUP of personnel changes in its advertising department, Standard Oil Co. of New Jersey, New York, announced last week that Vernon G. Carrier has been appointed assistant to J. A. Miller, advertising manager, to handle administration and distribution.

Robert M. Gray has been named assistant to Miller in charge of creative work, production and media; Barry F. Meglaughlin was placed in charge of the company's publications, as well as all sales department publicity; Donald J. O'Brien, continues to manage all radio operations, including the *Esso Reporter* program, and E. F. Phillips has been named editor of the *Esso Marketer* and the *Esso Dealer*.

HAROLD WAGNER, formerly advertising manager of Deep Rock Oil Co., Chicago, has joined the Local Loan Corp., Chicago, as advertising manager. Company, which has 44 branches in principal cities, is using radio primarily in New York, Chicago and on the West Coast, placed direct.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. _ Representatives

Agencies

HENRY O. PATTISON Jr., formerly in charge of creative work for various accounts of J. Walter Thompson Co., New York, where he has been for the last ten years, joins the copy department of Benton & Bowles Nov. 16. A graduate of the Massachusetts Institute of Technology, Pattison was at one time technical editor of *Aviation* Magazine and has managed an agency of his own.

HERBERT SANFORD, assistant in charge of production in the radio department of N. W. Ayer & Son, New York, is leaving in December to become a lieutenant in the aviation branch of the Navy. No replacement has been named as yet by the agency.

CURT PETERSON, radio director of Marschalk & Pratt, New York, has been called up for induction by the Army on Nov. 17.

BURKE HERRICK, radio director of Leo Burnett Co., Chicago, has returned after an absence of six weeks due to illness.

RALF M. SPANGLER, head of General Adv. Agency, Hollywood, recently joined the Coast Guard as yeoman first class and is in charge of recruiting at Long Beach, Cal.

ROBERT M. HIXSON, executive of Hixson-O'Donnell Adv., Los Angeles, has returned from New York, Chicago and Washington where he conferred on winter advertising plans.

BURTON DURKEE, account executive of Botsford, Constantine & Gardner, Portland, Ore., recently was elected president of the Advertising Federation of Portland. H. E. Short, executive of Short & Baum Adv., that city, is secretary-treasurer.

WILLIAM BLEES has been transferred from New York to Hollywood as Young & Rubicam executive cn the Consolidated Aircraft account.

ESTY STOWELL, business manager of the radio department of Benton & Bowles, New York, and with the agency since 1934, has resigned to join the Marine Corps Reserves with a lieutenant's commission. Walter Craig, who joined the agency Nov. 1, having recently resigned as program director of WMCA, New York, has taken over Stowell's duties.

HENRY BELLEVELLE has left the publicity department of N. W. Ayer & Son, Philadelphia, to join the staff of the *Philadelphia Record*.

MELVILLE H. SMITH Jr., former account executive of N. W. Ayer & Son, Philadelphia, has resigned as assistant advertising manager of White Labs., Newark, returning to the agency field with James G. Lamb Adv. Agency, Philadelphia.

H. W. VOELLER, owner of Pan-American Enterprises, Hollywood agency booking radio programs and talent for South America, has been inducted into the Army. His associate, William T. Mulechy, has assumed management of the agency.

SAMUEL GRODEN, formerly of the production staff of Pettingell & Fenton, New York, has joined Jasper, Lynch & Fishel, New York, as production manager. Muriel L. Spanier has been named publicity director.

HELENE BURTON, New York commercial writer of Young & Rubicam, has been transferred to that agency's Hollywood offices to collaborate with Al Scalpone on West Coast produced network shows.

H. W. KASTOR & SONS has moved its Los Angeles offices to 10514 Cheviot Drive, that city.

ROBERT H. KNOLLIN, Los Angeles manager of Knollin Adv. Agency, has joined the Army. His father, James C. Knollin, who heads the organization, will divide his time between San Francisco headquarters and the Los Angeles office.

CARLETON H. SIECK, formerly radio director of H. Charles Sieck Inc., Los Angeles, is now in Army officers training school.

JOSEPH LEWELLEN, account executive of West-Marquis Inc., Los Angeles agency, has been inducted into the Army.

WHILA WILSON, formerly of Benton & Bowles, Hollywood, has joined Ward Wheelock Co., that city, as Hollywood representative. She replaces Mary Garvin.

JULES BUNDGUS, West Coast publicity director of Benton & Bowles, Hollywood, has resigned to join the Navy as yeoman.

MICHAEL TEARMAN, in the radio department of Feldman-Blum Corp., Beverly Hills (Cal.) talent agency, has been inducted into the Army.

VINTON HALL, account executive of McCann-Erickson, Los Angeles, has been appointed in the Navy to rank of lieutenant (j.g.).

TOM D. SCHOLTS, radio director of Scholts Adv. Service, Los Angeles, has joined the Merchant Marine as radio operator. His agency duties have been taken over by Fred Montgomery.

BYRON BROWN and Ed Farnsworth, account executives of the McCarty Co., Los Angeles agency, have been inducted into the Army.

MEL SMITH, Los Angeles manager of Robert Smith Adv. Agency, having joined the Navy as lieutenant (j.g), the office has been discontinued for the duration.

W. AUSTIN CAMPBELL, having been inducted into the Army, has discontinued his Los Angeles agency for the war duration.

H. C. McCOLLUM Jr., has been appointed space buyer at Benton & Bowles Inc., replacing Bronson Tweedy, now an ensign in the Navy.

ALEXANDER CHARLES, formerly of WINX, Washington, has joined the Kal Adv. Agency of that city, as timebuyer.

DON BELDING, executive vice-president of Lord & Thomas, has returned to his Los Angeles headquarters after conferences in Chicago and New York.

HARRY JOBSON, formerly of State Adv. Agency, Chicago, has joined Schwimmer & Scott as account executive. David Lewis, formerly of Harry Atkinson Inc., Chicago, has joined the copywriting staff.

IN KANSAS CITY
5000 WATTS
KCMO
1480 ON YOUR DIAL
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY McGILLVRA

Seeds Promotes Guedel

JOHN GUEDEL, writer and producer of *People Are Funny*, sponsored on NBC by Brown & Williamson Tobacco Corp., Louisville, has been appointed vice-president of the Russel M. Seeds Co. in charge of all Pacific Coast operations. Mr. Guedel, formerly vice-president and radio director of the Dan B. Miner Co., Los Angeles, joined the Seeds agency last April. He will supervise production of the Seeds network programs out of Hollywood sponsored by Brown & Williamson: *Red Skelton and Co.* (Raleigh cigarettes), *Tommy Dorsey* (Raleigh cigarettes and tobacco), *People Are Funny* (Wings) on NBC; *Dick Joy and the News* (Avalon cigarettes) on CBS Pacific.

Twin City Merger

CONSOLIDATION of D. S. Manson & Associates and the Gold Adv. Agency, Minneapolis agencies, into the firm of Manson-Gold Adv. Agency, has been announced. The Manson agency had specialized in radio, and the Gold agency in newspaper, outdoor and transportation advertising. Jean Hadley has been appointed radio director.

C. H. WOLFE, for the last two years advertising manager of Pabst Sales Corp., Chicago, on Dec. 1 will join the Biow Co., New York as executive on the Proctor & Gamble account. Before joining Pabst, Mr. Wolfe was sales promotion manager of Swift & Co., Chicago, and of Ralston-Purina Co., St. Louis.

Service
Promotion
MORE POWERFUL
Dont Guess
TEST IT ON
WNBC
HARTFORD
FULL TIME
5,000 Watts
ADVERTISERS RECOGNIZE
ITS SELLING POWER!
Plus LOW RATES!
Basic Blue Network
REPRESENTED BY
HEADLEY-REED CO

Broadcasters!
LET YOUR AUDIENCES HEAR
STARLIGHT SONATA
the most unforgettable melody since
"My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners
and
AMERICA'S VICTORY SHOUT
HALLELU!
(Judgment Day is Comin')
to be featured by Judy Canova in her forthcoming
Republic picture "Chatterbox"
Words and music by Paul J. Winkoop
Both songs have been arranged for
orchestra by JACK MASON
BROADCAST MUSIC, INC.
580 Fifth Ave. New York City

COOPERATION PLUS

WCPO Furnishes Election Returns to Rival

COOPERATION between rival radio stations was illustrated on the Nov. 3 Election Night by a newsman of WCPO, Cincinnati. The newsman was assigned by WCPO to cover the election information at Democratic headquarters, where he assembled and compiled the information for broadcasting by his station.

Throughout the evening, the telephone assigned to the WCPO newsman was frequently called—by Station WKRC, Cincinnati! Purely as a goodwill gesture, and without revealing his identity, the WCPO newsman kept dishing out the news to his competitor.

Purely PROGRAMS

GEORGE COREY, chief documentary writer of the BLUE's *This Nation at War*, now in England as an accredited war correspondent, to present four broadcasts of the series from that country [BROADCASTING, Oct. 19], will launch the first program Nov. 24 in the regular 10:15-10:45 p.m. period.

Format of the broadcast will be "person to person" talks between U. S. war industry workers building weapons of war in this country, and the fighters using them overseas. Featured on the programs will be: A flier who once worked in an airplane factory, speaking to his former companions; a bombardier, speaking to a relative in a defense plant; an aerial gunner addressing someone making aerial instruments; and a seaman conversing with a shipyard worker.

In addition to the usual radio audience, thousands of defense workers will be hearing the program over public address systems, while war workers speak directly to the fighters in England, reporting on their jobs, and asking how equipment is responding under combat. Corey is gathering material for the broadcasts also from American troops in England. The American portion of the programs is being written by Sam J. Slate. *This Nation at War* is presented on BLUE in cooperation with the National Assn. of Manufacturers.

* * *

OPA's Answers

LEON HENDERSON, director of the Office of Price Administration, has started a series of broadcasts presented on CBS through arrangement with the OWI under the title *A Hundred Million Questions*. Second of the series was heard Thursday, Nov. 12, 6:30-6:45 p.m., with Mr. Henderson answering questions on price fixing, rationing and other subjects under the jurisdiction of the OPA.

Whenever possible, Henderson is to conduct a question and answer forum on the air, permitting participation in the broadcasts by members of local rationing boards, city officials, businessmen, shopkeepers, housewives, and others.

* * *

'What Am I Bid?'

NEW AUCTION TWIST is the theme of Wednesday night half-hour program, *Crazy Auction*, on WJWC, Chicago, featuring Bert Julian as m.c. The show is broadcast from the Paramount Theater, Hammond, Ind., and consists of an auction of articles, such as ash trays, wearing apparel, card tables etc. After bidding has ceased on a specific item, the bidder is invited to the stage where, through the use of a gag or stunt, he is allowed to reduce the price offered for the auctioned article.

Juvenile Fun-Ship

BUILT AROUND the theme of the Good Ship Opportunity, bound for entertainment harbors and manned by merry-making juvenile seamen, a new program, *Uncle Tom's Juveniles*, Sundays, 9:30-10 a.m., on WTAG, Worcester, gives youngsters an opportunity to demonstrate their dramatic, dancing or musical talent and gain radio experience. Recruiting talent for the show are "Uncle Tom" Hal Willis, director and children's coach, and Hazel MacFarlane, co-director.

* * *

Navy Info

INQUIRIES concerning men in the service or of general interest relative to the Navy will be answered by Admiral John Downes. commandant of the Ninth Naval District, in a weekly quarter-hour program from the Great Lakes Naval Training Station on WLS, Chicago. Program, titled *Meet Admiral Downes*, is presented in cooperation with the Navy and is under the direction of Al Boyd, WLS production manager.

* * *

War on Syphilis

U OF KENTUCKY has prepared a series of 10 quarter-hour programs titled *Venereal Diseases—Our Hidden Enemy*, to meet a Kentucky problem. When local stations fearing audience offense, hesitated to use them, the recordings were offered the National Assn. of Educational Broadcasters for use by member stations. KOAC, Corvallis, Ore., was first to use them. Other Western stations have requested the series, the university reports.

* * *

Entertaining War Workers

WAR WORKERS in factory, on the farm and in the home are invited to participate in a noontime 25-minute informal news and music series, *Music for Victory*, on WREN, Lawrence, Kan. Personal interviews, timely topics, news received from various war factories, farm groups plus music varieties are featured.

* * *

Educational Features

ASBURY PARK High School is cooperating with WCAP, that city, in a two-weekly series of forum discussions, *The School in War Time*. Phases of school life are featured. A permanent line has been installed from station studios to auditorium and gym of the high school.

BAILEY'S SWITCH (Ky.) AIN'T EXACTLY E-SEN-SHUL!

Take our word for it, brethren—Bailey's Switch and all the other little towns in the State, *combined*, ain't Kentucky's main terminal! The Louisville Trading Area, y'see, has 57.5% of Kentucky's buying power—makes 17.1% *more* retail purchases than all the rest of the State. So why pay *extra* to cover the Bailey's Switches—when WAVE reaches the 242,077 radio homes in the Louisville Area, *at lowest cost?* . . . Send for *all* the dope, now!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

• *Tennessee farmers hit pay-dirt in December. The burley tobacco markets open next month putting hundreds of dollars in pockets of thousands of farmers. And WJHL is the only single station that can reach the farmers served by the five big markets in this area.*

1000 WATT • 910 KC • BLUE NET

WJHL

Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

Flying High

DRAMATIZING combat experiences of the Army Air Forces, a new weekly all-soldier program, titled *Wings to Victory*, was inaugurated on BLUE Nov. 5, 10:15-10:45 p.m. (EWT) with West Coast transcribed repeat, 8:30-9 p.m. (PWT). Originating from the Santa Ana (Cal.) West Coast Air Forces Training Center, and Government endorsed, the program is written by Capt. Frederick Hazlett Brennan and narrated by Capt. Mel Ruick. Lt. Robert B. Sinclair and Bob Moss, producer of the BLUE Hollywood, are co-producers with Capt. Eddie Dunstedter as musical director.

* * *

OCD Audiences

CIVIL DEFENSE workers provide audience and participants alike for the *True or False* broadcast Dec. 14 on BLUE. Arranged by J. Walter Thompson Co. in cooperation with District of Columbia defense officials, the plan is being considered by other sponsors of quiz programs. Civil defense officials point out that the volunteers are civic-minded community leaders and provide a good audience and good competitors, besides getting a bit of reward for their defense activities.

* * *

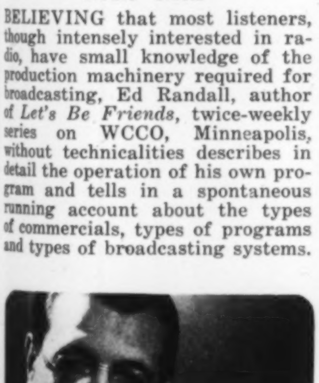
School's War Effort

PRACTICAL education in concrete action is the underlying theme of educational series, *Schools at War*, on WBIG, Greensboro, N. C., in which some 200 elementary and high school children will participate. Programs, which will give Tar Heel listeners a weekly glimpse into all phases of children's promotion of war effort, are under the supervision of Miss Aleph Cason, radio chairman for the public schools.

* * *

Radio Itself

BELIEVING that most listeners, though intensely interested in radio, have small knowledge of the production machinery required for broadcasting, Ed Randall, author of *Let's Be Friends*, twice-weekly series on WCCO, Minneapolis, without technicalities describes in detail the operation of his own program and tells in a spontaneous running account about the types of commercials, types of programs and types of broadcasting systems.


OTIS MORSE, IV
Program Director

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK · PENNSYLVANIA
National Representative: The Walker Co.

Meet the LADIES

EDNA WHITTINGTON

ENTERING radio as a receptionist with WIP, Philadelphia, in January, 1936, Edna Whittington has since become a versatile radio woman putting in her licks in every department where the station employs women. "Dick", as she is pleasantly hailed by her associates, now finds her place in the organization as chief continuity writer and keeper of 6,500 records and twice that number of transcriptions.

One of her first program ideas to be broadcast by the station, sponsored by Gimbel Bros., Philadelphia, was a series of daily interviews with store and department heads throughout its anniversary sales.

Before radio, she was a successful model appearing in magazine advertisements throughout the country as well as in demand as a fashion model. Born in New York City of English-Irish parents, her schooling consisted of the Convent of the Sacred Heart, Wilmington, Del., and Friend's High School, Morristown, N. J. Subsequently she attended the Philadelphia School of Design for Women.

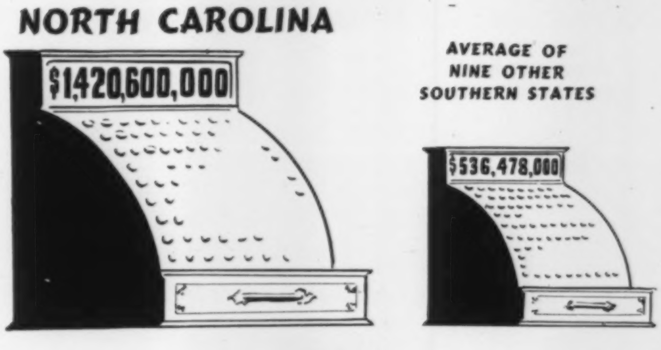
Currently, she writes copy for WIP sustaining musical programs, several of which are carried by MBS as *Quaker City Serenade*, *Frasetto Frivolities*, *Musical Nightcap*, *Mood Indigo*, and *Cocktails for Two*. Her ambition—to handle production and televise ballet when WIP gets its eyes.

CAB Music Leaders

LEADING in audience ratings for half-hour, all-musical programs, as measured by the Cooperative Analysis of Broadcasting for October is Phil Spitalny's *Hour of Charm*, with an 11.5 day part rating and a coincidental rating of 11.7, placing it ahead of *Manhattan Merry-Go-Round*, which had the same day part figure, but a lower coincidental of 10.7. *The Album of Familiar Music* follows with 11.3, succeeded by *The Voice of Firestone*, with 9.05. CAB ratings of other programs in this category are: *Prudential Hour*, 8.8; Andre Kostelanetz' *Pause That Refreshes*, 8.6; *Cities Service Concerts*, 7.9; and *Telephone Hour*, 7.4.

NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

WPB RULE ALLOWS SERVICING OF SETS

MANUFACTURERS who customarily serviced owners of receiving sets with replacement parts will be able to continue this service, under an interpretation of General Limitation Order L-183 issued Nov. 7 by the WPB.

L-183, which went into effect Oct. 3, prohibited manufacture and delivery of electronic devices, including vacuum and gaseous tubes, except to meet preference ratings of A-3 or higher. While persons buying replacement parts for homes sets did not need preference ratings, the order required that distributors obtain them exclusively through use of PD 1-X, and there had been some question whether manufacturers could continue to supply consumers directly.

The order, as explained by officials of the Radio & Radar Branch, permits continuation of this service provided the firm separates its distribution business from its manufacturing, and keeps separate records for each branch. When transfers of parts are made from the manufacturing to the distributing branches, the servicing branch must obtain a preference rating just as if it were a separate form.

TWIN 60-foot television towers in the Maryland countryside just outside of Washington, where the late C. Francis Jenkins, pioneer radio inventor, launched experiments in television, were torn down last week for metal scrap.

FCC Order No. 94-A
Reducing Minimum Operating Schedules

At a session of the FCC held at its offices in Washington, D. C. on the 6th day of November, 1942;

It appearing (1) That the demand by the military services has decreased the supply of trained personnel available for the operation of broadcast stations, and (2) that there is a scarcity of materials for the maintenance of broadcast stations, and

It further appearing that a relaxation of the Commission's Rules, Regulations and other requirements with respect to minimum operating schedules for broadcast stations will serve the public interest;

Now, therefore it is ordered:

1. That until further order of the Commission Section 3.71 of the Rules and Regulations with respect to minimum operating schedules for standard broadcast stations be, and it is hereby, suspended; and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be one-third of the total hours it is authorized to operate between 6 a.m. and midnight, local standard time, except that in an emergency, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

It is further ordered, That Order No. 94 be, and it is hereby, repealed.

Haakon H. Hammer

HAAKON H. HAMMER, 56, Pacific Coast director of INS, died Nov. 7 following a heart attack at his home in Belvedere, Cal. A world-traveler since his early youth, Hammer had a master's license to sail the seven seas, and was one of aviation's pioneers. He was born in Denmark, where his mother still resides. He leaves his wife, Obera Hammer.

FCC War Order

(*Continued from page 20*)

they best serve the public. "But, insofar as possible," the FCC said, "the number of operating periods should not be increased since the heating and cooling of the tubes sets up strains which may cause them to fail prematurely." Much of the procedure outlined in the manual on readjustment is devoted to tube care.

"The necessity of each broadcast station conserving its equipment to the maximum cannot be overestimated," the FCC said in its instructions. Pointing to a BWC report indicting that unless new tubes were available, 67½% of the broadcast stations would be silent in a year, the FCC added, "The several Government departments concerned in this are making every effort to provide adequate replacements of tubes and parts.

"However, it is apparent that the full cooperation of each user of such equipment must be obtained if broadcasting is to be maintained at its present high level."

The manual on adjustment of standard broadcast transmitters is divided into two sections, Part I involving a readjustment of antenna current based on an increase of effective antenna resistance by 26% and a readjustment of the antenna current by approximately 11%. The second part concerns adjustment of the filament voltage of all tubes in order to insure that tubes operate with voltage giving maximum life consistant with good performance.

The new formula for achieving the output power prescribed in the manual requires that antenna current be approximately 89% of its previous value. Output power will be the same as shown on the present license, the manual explains, but it will be computed from present licenses with antenna current reduced 11%, times the present effective antenna resistance when multiplied by 1.26. The manual recommends that plate voltages in both the lower and final radio frequency stages be reduced as much as practicable.

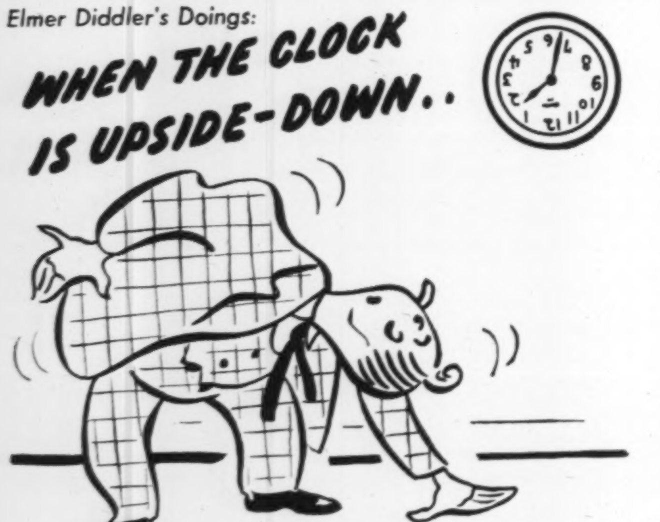
Instructions for transmitters using tubes having "coated" type filaments (thoriated tungsten, oxide coated), generally employed in transmitters whose output is rated at 1,000 watts or less, stress the importance of maintaining manufacturers' rated voltage, with voltage measurements made directly across the filament terminals of the tubes.

Care of Tubes

More detailed instructions are provided for care of tungsten filament tubes, found in transmitters having outputs of 5,000 watts or more. Seven steps describe care of this equipment. Frequent tests are advised to insure proper operation of tubes and to detect aging.

A full appendix to the manual discusses 12 factors affecting the life of vacuum tubes, including filament voltage, plate voltage, fatigue of tube metal parts, heating and cooling cycles, efficiency of cooling system etc.

FCC recommends that filament voltage be measured weekly, and gives detailed procedure involved,


Elmer Diddler's Doings:
WHEN THE CLOCK IS UPSIDE-DOWN..

THE clock is upside-down all the time to thousands of war workers up this way, to thousands of men who are breakfasting as you go yawning to bed. WGY is sure of their loyalty because it is the *only* station in this region that broadcasts 24 hours out of 24, throughout the night, winning the ears and the loyalty of the men whose incomes have boosted thisairea's buying power *18% above the national average.* Other reasons why WGY excels in this booming market:

★ the airea's highest power
★ the airea's lowest frequency
★ the most popular network (NBC)

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

WGY-86

Like Good Company?

WHCU's Central New York Market
Means R-E-S-U-L-T-S To:

Allis-Chalmers Mfg. Co.	*International Harvester Co.*
American Agriculturist	*Park & Pollard Co.*
G. L. F. Exchange, Inc.	*Portland Cement Assn.*
The F. E. Myers & Bros. Co.	*Solvay Sales Corp.*

AND MANY MORE

HERE'S YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer

WHCU

Ithaca, N. Y.
CBS
870 Kilocycles

warning that meticulous care should be given oxide coated and thoriated tungsten filament tubes. It advises applying plate voltage gradually to prevent impairing the emission of these tubes. High plate voltage may cause overloads which cause tube elements to release gas and thus destroy the emission efficiency, the FCC warns.

The manual also points out that after long use, metal parts may become brittle, and severe shocks may damage the tubes. Along the same line, it recommends that filaments be kept lighted to eliminate the shock from alternate heating and cooling of the elements. When the silence extends an hour or more the filaments should be extinguished, however.

The manual discusses in detail the construction and care of all types of tubes, giving hints for prolonging their use. Included also is advice about storage space for tubes and the reactivation of thoriated and oxide tubes that have been damaged through overloading.

Though no details of the book on wartime station management may be published, the instructions distributed by the FCC cover precautions to be taken against sabotage, hints about personnel protection, advice about what to do in case of bombing or shell fire, fire fighting, how to protect the primary power supply, alternate studio setups, auxiliary transmitters and antenna, emergency repair parts and spares, and, finally, direct war functions of radio.

Charles A. McMahon

CHARLES A. McMAHON, 63, for 22 years editor of *Catholic Action*, national organ of the Catholic Welfare Conference, died in Washington Nov. 8. He was active in the radio field and for more than 10 years was a member of the executive board of the *Catholic Hour*, broadcast on NBC each week under the sponsorship of the National Council of Catholic Men.

Tin Restriction

USE of tin for radio and radar equipment, when it is for the account of the armed forces, and where it is required by specifications, is exempt from the restrictive provisions of Tin Conservation Order M-43-a, according to an official interpretation issued Nov. 7 by the WPB Director General for Operations.

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

in the CONTROL ROOM

EARL BLAKESLEY has been promoted to chief engineer of KFNF, Shenandoah, Ia. First woman control operator, Freda Knodle, also doubles as announcer.

DENNIS R. DOUGHTY, radio engineer until 1936 when he took up the job of running a bakery, has joined W53PH, Philadelphia, FM adjunct of WFIL, as transmitter engineer. He served in the last war as a radio operator.

COLIN RUTLEDGE, of the control staff of CHML, Hamilton, Ont., has joined the Royal Canadian Navy.

DeFOREST T. LAYTON Jr., formerly of the engineering staffs of WTRY, Troy, and WHYN, Holyoke, has joined WGAC, Augusta, Ga., as chief engineer, replacing Jack Joplin, who has joined the Army Air Forces.

GEORGE L. McCLANATHAN and Howard M. Zile, of the engineering staff of WAIT, Chicago, have joined the Army Signal Corps.

J. KNOWLES, transmitter operator of CKY, Winnipeg, was recently married to Lillian Stevenson.

CLAUDE SNIDER, formerly chief operator of CKX, Brandon, Man., has been promoted to major in the Royal Canadian Artillery. Following a period of service overseas, he is now stationed in Canada.

FRED BARRY, technician of KOMO-KJR, Seattle, left last week for Mass. Institute of Technology, where he will engage in research work.

G. HAROLD BREWER, chief engineer of WJEJ, Hagerstown, Md., has entered the civilian pilot's training course at Scranton, Pa. Replacing him is George W. McIntire, formerly of Bell Telephone Co. of Penna.

ROY ROBERTS, of the engineering staff of WSBC, Chicago, has resigned to join the Navy.

ROBERT L. HENDERSON, engineer of WBZ-WBZA, Boston-Springfield, has joined the Navy as a warrant officer and is now serving in the Caribbean area.

CBC Arctic Broadcasts For Far North Resumed

FOR THE 22nd consecutive year Canadians living in the Artic and sub-Artic regions will receive messages from friends and relatives throughout the long winter by radio. Started in 1921 as a Saturday night service by KDKA, Pittsburgh, the service has since been carried annually by Canadian stations.

For the ninth consecutive year the Canadian Broadcasting Corp. resumed the weekly *Northern Messenger* service Nov. 13, a service started by its predecessor, and before that by KDKA. This year, due to wartime restrictions and early shutdowns to save equipment, the service will not be carried by a national network, but goes on from CKY, Winnipeg, and CBK, Watrous, Sask., after the day's regular broadcast activities, or from 11:30 p.m. [CWT]. This year also, messages are being recorded at Toronto in English and at Montreal in French, then sent to CKY and CBK with all messages being checked at Ottawa first for wartime security reasons.

WHEN THE NATION CALLS

DURING an emergency—building morale—providing entertainment for our effectives—instruction on local defense problems—selling defense bonds—dissemination of news—

YOUR STATION WANTS MAXIMUM COVERAGE IN YOUR DEFINED AREAS

BLAW-KNOX VERTICAL RADIATORS mean greater coverage—more listeners. They are backed by experience covering the entire history of radio.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

BLAW-KNOX DIVISION
of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAQ, Chicago

Swift & Co., Chicago (Silverleaf lard), 7 *sa* weekly, 5 weeks, thru J. Walter Thompson Co., Chicago.

Continental Baking Corp., New York (Wonder bread), 5 *ta* weekly, 4 weeks, thru Ted Bates Inc., N. Y.

Olson Rug Co., Chicago, 5 *sa* weekly, 4 weeks, thru Presba, Fellers & Presba, Chicago.

Glaser-Crandell Co., Chicago (Derby barbecue sauce), 3 *sp* weekly, 26 weeks, thru Earle Ludgin, Chicago.

Wilson & Co., Chicago (Ideal dog food, Mor), 6 *sp* weekly, 26 weeks, thru U. S. Adv. Corp., Chicago.

American Industries Salvage Co., New York, 74 *sa*, thru McCann Erickson, N. Y.

Orange Crush Co., Chicago (beverage), 6 *ta* weekly, 50 weeks, thru Aubrey, Moore & Wallace, Chicago.

Musterole Co., Cleveland (proprietary), 7 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., Chicago.

Milk Foundation, Chicago (dealers association), 7 *ta* weekly, 13 weeks, thru McCann-Erickson, Chicago.

Fould's Milling Co., Libertyville, Ill., 117 *ta*, thru Campbell-Ewald, Chicago.

Lever Bros., Cambridge, 80 *ta*, 8 weeks, thru Ruthrauff & Ryan, N. Y.

General Mills Inc., Minneapolis (Cheeri-Oats), 1 *sa* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.

C. A. Briggs Co., Cambridge (H-B cough drops), 32 *sp*, 16 weeks, thru Horton-Noyes Co., Providence.

Fruit & Vegetable Promotions (Long Island cauliflower), 8 *sa*, 4 weeks, thru Marvin Agency, N. Y.

Pepsodent Co., Chicago (tooth brushes), 24 *sa*, thru Lord & Thomas, Chicago.

Popular Science Magazine, New York, 13 *sa*, thru Joseph Katz Agency, N. Y.

Washington State Apple Adv. Commission, Wenatchee, Wash., 16 *sa*, thru J. Walter Thompson, Seattle.

Lehn & Fink Products Corp., New York (Hinds Honey and Almond Cream), 8 *ta*, thru William Esty & Co., N. Y.

Industrial Undergarment Corp., New York (smocks), 5 *sa*, thru Norman D. Waters & Assoc., N. Y.

Universal Pictures Co., Inc., New York, 5 *sa*, thru J. Walter Thompson, N. Y.

KFAC, Los Angeles

Beneficial Casualty Co., Los Angeles (life insurance), weekly *sp*, thru Stodel Adv., Los Angeles.

WBT, Charlotte

Yager Liniment Co., Baltimore, 3 *sa* weekly, thru Harvey-Massengale, Durham, N. C.

Chatham Mfg. Co., Elkin, N. C. (blankets), 3 *ne* weekly, thru Cahn-Miller Inc., Baltimore.

D. Cohen & Son, New York (men's clothes), 3 *sa* weekly, thru Atlantic Adv. Co., N. Y.

Consolidated Drug Trade Prods., Chicago, 6 *sp* weekly, thru Benson & Dall Inc., Chicago.

Beaumont Labs., St. Louis (4-Way cold tablets), 6 *ta* weekly, *sa*, thru H. W. Kastor & Sons, Chicago.

Quaker Oats Co., Chicago, 1 *t* weekly, thru Sherman & Marquette, Chicago.

Grove Labs., St. Louis (Bromo Quinine), 5 *sa*, thru Russel M. Seeds, Chicago.

Lehn & Fink Products Corp., New York, 5 *ta* weekly, thru Wm. Esty & Co., N. Y.

Luden's Inc., Reading, Pa. (cough drops), 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.

Wm. B. Reily & Co., New Orleans (coffee & tea), 7 *sa* weekly, thru Walker Saussy, New Orleans.

Murine Co., Chicago, 2 *ta* weekly, thru BBDO, Chicago.

Pierce's Medicine Inc., Buffalo, 6 *ta* weekly, thru Duane Jones Co., N. Y.

National Toilet Co., Paris, Tenn. (cosmetics), 5 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.

Skinner Mfg. Co., Omaha (macaroni products), 7 *ta* weekly, thru Ferry-Hanly Co., Kansas City.

Stardust Mfg. Co., New York (blouses), 1 *ta* weekly, thru Norman D. Waters, N. Y.

Fleming & Sons Inc., Dallas (Wallrite), 4 *sa* weekly, thru Couchman Adv. Agency, Dallas.

WSPA, Spartanburg, S. C.

American Chicle Co., New York (Dentyne gum), 95 *ta*, thru Badger & Browning, Boston.

Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 77 *ta*, thru Newell-Emmett Co., N. Y.

Beeman's Lab. Inc., Atlanta (cold remedy), 100 *ta*, thru Harvey-Massengale Co., Atlanta.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Laxative Senna), 100 *ta*, thru Sherman & Marquette, Chicago.

Carolina Baking Co., Columbia, S. C., 264 *ta*, thru Freitag Adv. Agency, Atlanta.

Plough Inc., Memphis (St. Joseph aspirin, Penetro nose drops), 500 *ta*, thru Lake-Spiro-Shurman Inc., Memphis.

Terre Haute Brewing Co., Terre Haute, 26 *sp*, thru Pollyea Adv. Agency, Terre Haute.

WROK, Rockford

Smith Bros., Poughkeepsie, N. Y. (cough drops), 52 *sa*, thru J. D. Tarcher & Co., N. Y.

Voice of Prophecy Inc. (Seventh Day Adventist Church Commission), 13 *sp*, thru G. C. Hoskin & Assoc., Chicago.

Pharmaco Inc., Newark (Feen-A-Mint), 52 *sp*, thru Wm. Esty & Co., N. Y.

WIND, Chicago

Esquire Inc., Chicago (*Coronet* Magazine), 36 *sa*, thru Schwimmer & Scott, Chicago.

Macfadden Publications, New York (*True Story* Magazine), 11 *sa*, thru Arthur Kudner Inc., N. Y.

The *Chicago Daily News*, Chicago, 6 *sa*, direct.

U. S. Tobacco Co., New York (Model smoking tobacco), 12 *sa* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.

Berghoff Brewing Corp., Fort Wayne, Ind., 6 *sa* weekly, 8 weeks, thru L. W. Ramsey Co., Chicago.

General Seafoods Corp., Boston (Forty-Fathom fish), 3 *sa* weekly, 10 weeks, thru Alley & Richards Co., N. Y.

Union Life Insurance Co., Chicago, 4 *sp* weekly, thru Rocklin Irving Assoc., Chicago.

Royal American Shows, Chicago, 8 *sp*, 8 *sa*, direct.

Bulova Watch Co., New York, 42 *sa* weekly, 13 weeks, thru Biow Co., N. Y.

Cooperative League of U. S. A., New York, 1 *sp* weekly, 13 weeks, thru Atherton & Currier, Inc., N. Y.

Carolene Products Co., Litchfield, Ill. (milk compounds), 6 *sa* weekly, 13 weeks thru Henri, Hurst & McDonald, Chicago.

The *Chicago Sun*, Chicago, 8 *sa*, thru Wade Adv. Agency, Chicago.

Reid, Murdoch & Co., Chicago (Monarch foods), 35 *sa* weekly, 9 weeks, thru Rogers & Smith, Chicago.

Universal Pictures Co., New York, 6 *sa*, thru J. Walter Thompson Co., N. Y.

Henry C. Lytton & Sons, Gary, Ind., 16 *sa*, direct.

KFRC, San Francisco

Italian Swiss Colony, San Francisco (wines), 3 *sp* weekly, thru Leon Livingston Adv., San Francisco.

Campbell Cereal Co., Minneapolis (Malto-Meal), 2 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

O'Connor, Moffatt & Co., San Francisco (department store), 6 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.

Dr. Pepper Bottling Co., San Francisco (Dr. Pepper beverage), 3 *t* weekly, thru Tracy-Locke-Dawson, Dallas.

Acme Breweries, San Francisco, weekly *sp*, 4 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.

Allcock Mfg. Co., Ossining, N. Y. (porous plasters), 52 *ta*, thru Small & Seiffer, N. Y.

Pepsodent Co., Chicago (tooth brushes), 6 *sa* weekly, thru Lord & Thomas, Chicago.

The Emporium, San Francisco (department store), series of *sa*, direct.

Seven-Up Co., San Francisco, weekly *sa*, thru Rhoades & Davis, San Francisco.

McIlhenny Co., Avery Island, La. (tobasco sauce), 3 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.

WHEB, Portsmouth, N. H.

H. P. Hood & Sons, Charlestown, Mass. (dairy products), *t*, 13 weeks, thru Harold Cabot & Co., Boston.

WLS, Chicago

Belgian Information Center, N. Y., 2 *sa* weekly, 4 weeks, thru Albert Frank-Guenther Law Inc., N. Y.

Spiegel Inc., Chicago (mail order), 19 *sa* weekly, 3 weeks, thru J. L. Stewart Agency, Chicago.

International Harvester Co., Chicago, *sa* weekly, 5 weeks, thru Aubrey, Moore & Wallace, Chicago.

United Drug Co., Boston, 4 *sp*, 1 week, thru Spot Broadcasting Co., N. Y.

Olson Rug Co., Chicago, 2 *sa*, twice weekly, 10 days, thru Presba, Fellers & Presba, Chicago.

Pennsylvania Salt Mfg. Co., Philadelphia, 3 *sa* weekly, 13 weeks, thru Sherman K. Ellis Co., Chicago.

Lever Brothers, Cambridge, Mass. (Rinso & Vimms), 17 *sa* weekly, 9 weeks, thru Ruthrauff & Ryan, N. Y.

Allcock Mfg. Co., Ossining, N. Y. (surgical dressings), 3 *sa* weekly, 22 weeks, thru Small & Seiffer Inc., New York.

Consolidated Products Co., Danville, Ill. (buttermilk), 156 *sp*, thru Mace Adv. Agency, Peoria, Ill.

American Cranberry Exchange, New York, 9 *sa*, thru BBDO, N. Y.

KQW, San Francisco

Eagle Vineyards, San Francisco (Barone wines), 2 *sa* weekly, thru Frederick Seid, San Francisco.

Sunlite Bakery, San Francisco (bread), 1 *sp* and *t* weekly, thru W. E. Long Co., Chicago.

A. B. Joffe Co., San Francisco (men's clothing), 7 *sa* weekly, thru Arthur Kaplan Adv., New York.

Acme Breweries, San Francisco, 30 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.

Langendorf United Bakers, San Francisco, 11 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

National Biscuit Co., New York (Shredded Wheat), 6 *ta* weekly, thru Botsford-Constantine & Gardner, San Francisco.

Leslie Salt Co., San Francisco, 5 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 3 *t* weekly, thru Sherman K. Ellis, Chicago.

Seven-Up Co., St. Louis (beverage), 4 *sa* weekly, thru Rhoades & Davis, San Francisco.

Morton Salt Co., Chicago, 3 *ta* weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

Rosefield Packing Corp., Alameda, Cal. (Skippy Peanut Butter), weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.

Seeck & Kade Inc., New York (Pertussin), 5 *ta* weekly, thru Erwin, Wasey & Co.

Musterole Co., Cleveland (proprietary), 5 *ta* weekly, thru Erwin, Wasey & Co., New York.

McKesson & Robbins, New York (Sore-tone), 4 *ta* weekly, thru J. D. Tarcher & Co., N. Y.

Macfadden Publications, New York (*True Story*), 6 *ta* weekly, thru Arthur Kudner Inc., N. Y.

Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., Baltimore.

KFNF, Shenandoah, Ia.

Wm. H. Wise & Co., New York (books), *t*, thru Huber Hoge & Sons, N. Y.

Sunway Vitamin Co., Chicago, *sp*, thru Sorensen & Co., Chicago.

Atlas Mutual Benefit Assn., Wilmington, *sp*, thru Shaffer, Brennan, Margulis Adv. Co., St. Louis.

Pinex Co., Fort Wayne (cough syrup), *t*, thru Russel M. Seeds Co., Chicago.

ANYTHING YOU WANT TO TELL EM? THEY'RE ALL EARS
KXL
WASHINGTON OREGON BOOM AREA

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra 10,000 Watts, 750 Kc. **Adv.**

NBC AFFILIATES

Get a line on the Z net.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

WARD BAKING Co., New York, began sponsorship Nov. 9 of the program *Tip-Top o' the Morning*, on WEEI, Boston, Mon. thru Sat. 7-7:15 a.m. The program features Carl Moore and Ray Girardin, and is presented for promotion of Tip-Top Bread. Format of the show is strictly informal, consisting of songs by Moore and Girardin, piano playing by Moore, and humorous patter. Jack Lawrence announces. Agency is J. Walter Thompson & Co., New York,

AMERICAN SCHOOL, Chicago, offering high school home study courses, has started sponsorship of weekly quarter-hour program titled *Music Moods With Milton Charles* on WBBM, Chicago. Account was placed through Buchanan & Co., Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats) is sponsoring a quarter-hour juvenile program six times a week on WLS, Chicago, featuring Jay Gould as "Uncle Jay".

O'KEEFE & MERRITT Co., Los Angeles (gas stoves, appliances), in a local institutional campaign which started Oct. 26 for 52 weeks is using daily spot announcements on KHJ, in addition to a thrice-weekly quarter-hour newscast on KFI. Richard B. Atchison Adv., Los Angeles, has the account.

BLUE BIRD POTATO CHIPS Inc., Oakland, Cal. (Laura Scudder food products), is continuing its Northern California spot campaign in selected markets, having renewed Nov. 9 for six weeks daily announcements on KLX, that city; KMYC, Marysville; KROY, Sacramento; KMJ, Fresno. Agency is Brisacher, Davis & Staff, Los Angeles.

GROVE LABS., St. Louis (Bromo Quinine) has started sponsoring the five-weekly Day in Washington feature of the *Don Lee Newsreel Theatre* on KHJ, Los Angeles. Contract is for 52 weeks, having started Nov. 4. Handling broadcasts are George Martin and Bill Haworth. Agency is Russell M. Seeds Co., Chicago.

THOMAS MARTINDALE Co., Philadelphia, returns to radio on WPEN, Philadelphia, starting Nov. 30, in the interests of the Martindale food stores. The firm will sponsor David V. Busch's *The Voice of Courage* Mondays through Fridays, 7:15 to 7:30 p.m., the program comprising inspirational talks and original poetry. The radio campaign has been set for 52 weeks, through Frank Wellman Agency, Philadelphia.

CAMPBELL CEREAL Co., Chicago (Malto-Meal) started a five-minute participation twice-weekly in *Bess Bye, Market Scout* on KFRC, San Francisco. Agency is H. W. Kastor & Sons, Chicago.

O'CONNOR, MOFFAT & Co., San Francisco (department store) recently renewed for 13 weeks *Last Minute News* with Connie Moffatt, six times weekly on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

ROSEFIELD PACKING Corp., Alameda, Cal. (Skippy Peanut Butter) has started *Skippy Hollywood Theater* weekly transcribed half-hour on KQW, San Jose, Cal. Agency is Sidney Garfinkel Adv., San Francisco.

ALBERT S. SAMUELS Co., San Francisco (jewelers) recently started for 52 weeks *What Do You Think*, with Art Linkletter, on KFRC, San Francisco. Placed direct.

PROFESSIONAL SERIES
New England Optometrists Combine Sponsorship

WEIM, Fitchburg, Mass., is presenting a transcribed series each Sunday titled *The Marvel of Vision*, produced by the Better Vision Institute. The program is unusual in that it is sponsored by a professional group. All optometrists in Fitchburg, Gardner, Leominster and Winchendon join in the presentation.

The program is completely institutional, commercial time being used for two purposes: (1) To promote greater attention to care of the eyes, and (2) To acquaint the public with the services of an optometrist as compared to similar practices. Names of individual contributors are not mentioned. They are referred to only as the optometrists of the cities participating. The program was sold by means of a meeting and audition, arranged by the station and attended by the entire group.

B. C. TREE FRUITS Ltd., Vancouver (apples) has started spot announcements on a number of Western Canadian stations. Account was placed by Canadian Advertising Agency Ltd., Kelowna, B. C.

REGENT KNITTING MILLS Ltd., Montreal (knitting wool) has started spot announcements for its baby knitting book on CKAC, Montreal. Account was placed by Stevenson & Scott Ltd., Montreal.

LONGINES-WITTNAUER Co., of Canada Ltd., Montreal (Longines Watches) has started Sunday half-hour transcribed programs on a number of Canadian stations. Account was placed by Russell T. Kelley Ltd., Montreal.

KERR BROTHERS Ltd., Toronto (candy) has started Saturday evening hour *Swing Session* on CKOC, Hamilton Ont. Account was placed by Ellis Adv. Co., Toronto.

Shreddies in Canada

CANADIAN SHREDDED WHEAT Co., Ltd., Toronto (Shreddies) on Nov. 16 started the five-minute transcription *Today's Adventure* with Gordon Sinclair, Toronto newsman-globe trotter, Monday thru Friday, on CHNS, Halifax; CHSJ, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal; CFPL, London, Ont.; CKCO, Ottawa; CFRB, Toronto; CKY, Winnipeg; CKCK, Reginia; CFQC, Saskatoon, Sask.; CFAC, Calgary, Alta; CFRN, Edmonton, Alta; CJOR, Vancouver. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market

Here's a survey conducted by Dr. F. L. Whan, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, fifth in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. RS,

CENTRAL BROADCASTING CO.
Des Moines, Iowa

Falls City Beer Using 10 Hours on One Outlet

FALLS CITY BREWING Co., Louisville, through Anfenger Adv. Agency, St. Louis, has placed 10½ hours of advertising weekly on WGKV, Charleston, W. Va. Set for a 52-week run, the campaign includes UP newscasts, sports and late evening dance sessions, Monday through Saturday.

Utilizing their consumer slogan, the programs on WGKV are titled *Morning News Get Together, Let's Get Together on Sports, 11th Hour News Get Together* and *Let's Get Together and Dance.* Joe Matthews, WGKV sportscaster, and Sam Balter are featured on the sports show. Ray Penner handles the late evening shift. Series is produced by Vernon Moreluck, radio director of Anfenger from the agency's St. Louis office.

McCann Hour Sponsors

WITH THE addition of Planned Foods, New York, and Florida Citrus Exchange, Tampa, Fla., as sponsors of the Alfred W. McCann *Pure Food Hour* on WOR, New York, the five-weekly program now has a total of eight sponsors. Agency for Planned Foods, makers of Rose Mill Pate Gras, is Blaker Adv., New York, while W. W. Garrison Co., Chicago handles the Florida Citrus Exchange account.

TO PROMOTE the start Nov. 9 of the new Lockheed & Vega Aircraft Corp. program starring Orson Welles, CBS has issued a large red-white-and-blue folder on the story of American aviation, along with its usual program promotion envelope.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

in the DETROIT AREA at 800 kc.

You Need CKLW

INVEST IN RESULTS!

With a primary coverage of over 8,000,000 people, CKLW and its complete coverage of this able-to-buy war workers' market, represents the biggest value package ever offered per time dollar spent. If you're selling this fertile market invest in low cost response through CKLW.

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

In the
Salt Lake
Market—
NBC's
Parade of
Stars
Keeps 'em
Listening to
KDYL
The POPULAR Station
JOHN BLAIR & COMPANY
UTAH'S ONLY NBC STATION

Merchandising & Promotion

**WLIB Campaign—Children Mobilize—NBC Sales Booklet
Tin Can Ducats—BLUE Recipes**

WLIB, Brooklyn, six-month-old station currently engaged in extensive promotion, last week placed display ads in every New York newspaper as well as in major local papers, calling attention to its musical policy of "popular classics with a blend of the modern." Trade papers are also being used in the advertising campaign. Promotion pieces include a weekly release to agencies and advertisers, presenting success stories on sponsors using the station.

* * *

Junior Guard

THE Junior Guard, juvenile victory regiment, has been organized by WLS, Chicago, and its affiliate, *Prairie Farmer*, to furnish elementary grade children in rural as well as urban areas with opportunity to aid in the war effort. Under the direction of Gladys Blair, members receive club pins, copies of organization publication and are urged to cooperate in local and nation victory campaigns. Present plans include a weekly program on WLS.

* * *

Sales Building

EXAMPLES of the sales-building possibilities of the transcribed series of personality sketches, *The Name You Will Remember*, produced by the NBC Radio-Recording Division, are related in an illustrated pamphlet now being distributed to advertising agencies. One of the success stories was contributed by Solo's Women's Specialty Shop, Philadelphia. The series is running as a sponsored feature on KYW, KARK, WMBG, CHNS.

* * *

Tin Can Party

DUCATS to the recent "Tin Can Party," staged by Jane Weston, directress of the *Modern Home Forum* on WOWO, Fort Wayne, were tin cans. The party netted over 2,000 cans, all properly processed and ready for pickup, with one woman contributing 89 cans. Guests numbered 125 women.

WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
NOW 5000 WATTS
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—
(1). The feature boxes of newspaper radio program pages
(2). The large number of famous advertisers on the station continuously year after year.
Ask for "Who's Who On WEVD" . . . sent on request.
WEVD
117-119 West 46th St., New York, N. Y.

Yeast Recipes

TYING in with its thrice-weekly quarter-hour BLUE program *Songs of a Dreamer*, Northwestern Yeast Co., Chicago, has distributed to grocers, a display carton designed to save time in filling grocery orders. Featuring photographs of an assortment of rolls and a loaf of bread with a slogan "Saves Time, Saves Money, Saves Waste", and containing copies of tested recipes, point-of-sale display can be placed near the cash register so that shoppers may be reminded of the product. MacFarland, Aveyard & Co., Chicago, is agency.

* * *

Public Service Award

PRESENTATION of a plaque to Cunningham's Drug Stores, Detroit, in recognition of its *News Ace* broadcasts and their messages on behalf of the war effort, was made Nov. 3 by D. C. (Bill) Murray, president of the Adcraft Club of Detroit, to Nate S. Shapero, president of Cunningham's, at the 53d anniversary dinner of the drug store chain. Programs are heard on CKLW WCAR WWJ WJBK WXYZ.

* * *

Theatre Tieups

TO PROMOTE its daily 1¼-hour kid shows on KGO, San Francisco, Gil Paltridge, sales promotion manager, has started a series of matinees in San Francisco and Oakland theatres. The shows feature KGO talent and other acts, cartoons and western films. A box top from the products advertised on the radio kid shows is a prerequisite for admission. Programs included in the promotion include *Jack Armstrong* for Wheaties; *Don Winslow of the Navy* for General Foods; *Hop Harrigan* for General Mills; *Captain Midnight* for Ovaltine; *Red Ryder* for Langendorf Bakers.

* * *

Cards and Signs

THE Ralph Atlass stations, WJJD-WIND, Chicago-Gary, are preparing a promotional campaign with the placement of car cards on street cars, "L" and suburban trains and billboards in metropolitan Chicago and surrounding towns. Copy features the 24-hour news service of WIND and the musical programs on WJJD. Car cards were placed through Schwimmer & Scott, Chicago, and billboards through Goodkind, Joice & Morgan, Chicago.

* * *

Youth Features on WJZ

A CHILDREN's participation program inaugurated on WJZ, New York, features child contestants in a multiple-quiz type broadcast, with tongue-twister, musical number and word tests. An additional feature is a jingle contest for the best War Bond and Stamp tune. A boy m.c. and a drum major take part in each program, which also include interviews with the "Youth of the Week," chosen for his outstanding contribution to the war effort.

Persistence Wins

PRIOR to July, 1941, the two department stores of Davenport, Ia., were decidedly cool toward use of radio. During that month, however, Frank Gorman, new to radio, joined the WOC sales staff, resolved to change that attitude. In October 1942, 15 months and 76 solicitations later, Parker's signed a 52-week contract for an early evening news period, seven days weekly. During the same month—and on the 112th call, Petersen's also signed for 52-weeks, tying WOC's popular woman commentator, Mary Louise Marshall, to an exclusive contract for a daily program devoted to the war effort.

WGAC-Newspaper Tieup

WGAC, Augusta, is running a series of quarter-page ads in the Sunday *Augusta Herald*, under the theme "Meet the Voice." A large picture of an announcer and description of his work appears. The ads are to be extended to county newspapers.

* * *

Spots Talk

ADVERTISERS who have used WOR, New York, for spot announcements, are listed in a promotion piece titled "Speaking of Spots". Included are success stories and a comparison table of cost-per-1,000 homes for WOR and another leading metropolitan station.

Wingo to Y & R

OTIS T. WINGO Jr., formerly Washington editor of *Executives War Digest* and Washington commentator for WMCA, New York, and the Atlantic Coast Network, has joined the public relations department of Young & Rubicam, New York. Another addition to the same division is Harold A. Smith, previously promotion manager of *Liberty* magazine.

Promotes Noel Coward Film

MARTIN STARR, former radio producer and commentator of WMCA, New York, has joined United Artists Corp., New York, to handle radio promotion. His first assignment is Noel Coward's picture, as yet unreleased, "In Which We Serve." Promotion was launched last week with a quarter-hour musical and dramatic program on WINS, New York. Similar promotional tie-ins will be presented on other Hearst-owned stations and on the networks.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
"As many radio homes as Delaware, Nevada, New Mexico and Wyoming together."
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

FEMININE NEWSCASTER commercially sponsored is attractive Connie Moffatt (Ruth Anderson), who writes, edits and presents a six-weekly 15-minute program on KFRC, San Francisco for O'Connor, Moffatt Co., San Francisco department store. Account is serviced by Ruthrauff & Ryan. Believed to be the first woman commentator to be sponsored in California, Miss Moffatt very definitely has telegenic attributes.

CBS Training Girls

WITH organization of a "junior workshop" for 75 feminine staff members of CBS Hollywood, that network is currently offering a program of training, aimed at preparing girls with talent for positions vacated by men leaving for the armed forces. Under direction of Frances Farmer Wilder, West Coast director of education, the workshop will be preceded by several weeks of classroom instruction covering acting, contact production, direction, transcription operations, sound effects, writing, publicity, announcing and news writing. Network officials from various departments will act as teachers.

PRUDENTIAL INSURANCE Co. of America, New York, on Nov. 15 relinquished its regular 5-5:45 p.m. broadcast of *The Family Hour* on CBS, to make way for a special Philippines Commonwealth Day program. Highlights of the broadcast were speeches by President Roosevelt, President Quezon of the Philippines and President Camacho of Mexico.

THE BBC TURNS TO WOMEN

Girl Engineers and Executives Are Efficient; Women Comprise 20% of Staff

COMPLETE mobilization of men and women in Britain's all-out war has brought women in increasing numbers to highly important technical and executive positions in the BBC. They are replacing men as announcers, junior executives, producers, scriptwriters, monitors and have even invaded the most sacred masculine stronghold, the engineering department.

Before the war 7% of BBC's staff were women. The proportion at the beginning of 1942, according to the BBC publication *London Calling*, had risen to 20% and is still climbing. Every week more male staff members disappear into the armed services.

There are changes also in the age groups of women employed in BBC. Several years ago the majority of women employed in secretarial capacity was between the ages of 20 and 30. Recently it was found that the British Government has been calling these women into active service and their work is being done by young girls of 16 and 17, as well as older women who have come out of retirement to aid in the war effort.

Promotions are rapid. Secretaries become announcers, presentation assistants or scriptwriters. There is more opportunity than ever before for women to write radio plays, scripts, or plan and produce special features, and fresh talent is constantly discovered.

Women are trained for the skilled exacting tasks of the Monitoring Service and work side by side with the men. Control operators and assistants take the BBC Engineering Training School course—a month of theoretical study of principles of electricity, magnetism and so on, with two months of practical training in a specialized branch of the work.

Girls completing the course are sent to the posts men previously handled—bleak and lonely spots, often requiring long and late hours. They suffer the same hardships and their masculine co-workers report that they are as keen, efficient and reliable as the men they have replaced.

As these skilled women are called for Government service, new adjustments are made in BBC. The gaps in the ranks are filled by new workers who have been groomed by BBC's constant and resourceful mobilization of human material.

Christmas Seal Drive

GROUP OF 12 well-known radio stars have contributed their services for quarter-hour and spot announcement transcriptions for the 36th annual Christmas Seal campaign of the National Tuberculosis Assn., which starts Nov. 23. The NTA will distribute the discs through its local to stations throughout the country to use during the drive. Radio stars assisting include Kay Kyser, John Nesbitt, Jack Benny, Bob Hope, Ezra Stone, John Kieran, Jay Jostyn, Lanny Ross, Rudy Vallee, Ted Husing, Raymond Gram Swing, Dinah Shore.

WING TABOR WESTMORE, character impersonator who was heard during the Twenties on WABC and WEAF, New York, has returned to the air over WBNX, New York, with a weekly program titled the *Gay Head Corners Society*. Character sketches and stories are presented on the program, with Westmore as the sole actor.

AGENCY *Appointments*

CHEMICALS INC., Oakland, Cal. (Vano), to Sidney Garfinkle Adv. Agency, San Francisco.

LOMA LINDA FOOD Co., Arlington, Cal., to Gerth-Pacific Adv. Agency, San Francisco.

THE SWEETS Co. of America, Hoboken, N. J. to Duane Jones Co., New York.

C. S. DENT & Co., division of Grandpa Soap Co., Cincinnati (Dent's tooth gum, tooth drops, ear drops), to Keelor & Stites Co., Cincinnati.

M. A. HANNA Co., Philadelphia (coal), to Gray & Rogers, Philadelphia.

SAPOLIN Co., New York (Mello-Lux paint), to Duane Jones Co., New York. Radio will probably be used.

CARTER PRODUCTS Co., New York, to J. Walter Thompson Co., New York, for new product, Superin Aspirin. One-minute spot announcements will be used, although no details have been released.

Wine Account

McKESSON & ROBBINS, New York (Liquor Division), is currently using radio for its Sandeman ports and sherries and Santa Alicia wines in selected markets through Ivey & Ellington, Philadelphia. The campaign consists of transcribed spot announcements on a varying basis on WMCA, New York, for the Sandeman brands, and on WICC, Bridgeport, WNAC, Boston, and WEAN, Providence, for Santa Alicia Wines.

● The newest, biggest value in Southern California radio! The most powerful independent station in the West, KMPC gives unsurpassed coverage at minimum cost.

KMPC
LOS ANGELES ★ 710 KC
for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE, PAUL H. RAYMER CO.

INDIANA'S PROGRESSIVE RADIO STATION
WISH
Never Out-Promises
BUT
Always Out-Performs

RADIO STATION
WISH
To Reach the Indianapolis Market

That's why leading Local and National Spot advertisers prefer WISH for Results in the Indianapolis Market

FREE & PETERS, Inc.

CAPITOL BROADCASTING CORP. INDIANAPOLIS IND

OWI Cuts Distribution Of Press Information Except by Local Agents

NEW REGULATIONS issued to all Federal agencies by the Office of War Information sharply curtail the issue and distribution of "non-essential" information for the duration of the war. News release distribution, pamphlets, speeches and periodicals are affected by the OWI order, which curtails or eliminates 523 Government publications.

The new regulation is based on recommendations of the recently created Inter-Agency Publications Committee composed of Government information men, and is effective at once.

Among the changes inaugurated are discontinuance of mailing press releases from Washington to newspapers throughout the country; except for specialized releases, news releases will be issued to local papers from field offices; recipients of free periodicals or other publications will be queried as to necessity of continued receipt during the war. Speeches, except by department or agency heads, will be summarized, and then furnished only to wire services and Washington correspondents.

Libraries designated by law as depositories of official publications or bona fide libraries to whom the service has been available in the past, are to continue receiving printed and processed Government publications on request.

War Won't Kill Advertising

(Continued from page 22)

port the thought that both the corporations who provide the money for advertising and the public who provide the incentive and "market" are still "sold" on the need of its continuance. Suppose the war does take up to two-thirds of all national income. It is obviously a rapidly rising variable and if it reaches $120 billion, as it well may next year, there will still be $40 or more billion of "civilian" consumer money and market. That's the equal of 1932 or 1933 when more than $1 billion were spent for advertising—and more could and should have been spent at that time.

The attitude of leading corporations and their boards of directors affords a constructive item for advertising men to mull over. Most of them are still paying and paying well, merely to "keep the name" or "keep the brand" or "keep the service" before the public, wisely reasoning that war will not last forever and that the days to come will probably offer the most gorgeous period of "selling activity" ever seen in these United States.

One of the most inspiring activities of the advertising field as a whole today is the way it has taken hold in the emergency, revamped its outlook, and seized the war-inspired opportunity for *Conservation*. The automobile and tire and rubber ads, the telephone ads, the millions of "plugs" via radio, newspaper and billboard for bond sales, for USO and other worthy war activities and organizations are beautifully illustrative of the worthy role advertising can play and is playing in the national emergency.

Post-War Period

And then there is the nebulous period of the peace. We all fervently look forward to peace and victory. If we are realistic, we also view this period-to-come with a certain amount of apprehension. I do not profess to know when or how it will come. And I have little confidence in any specific "blueprint" of the future. But I do know that this era-to-come is going to provide us with the most significant challenge of all time. Advertisers are going to have an amazing opportunity to "show their stuff."

The real problem of the future is to revamp our economy, replace the tools of war and the products of war with those of peace. That will, necessarily, involve the cleverest leadership we have ever been called on to produce the "—great depression" of the early '30's will be a "piker" by comparison as we seek to replace 25-35 millions in peace-time pursuits, to make the great substitution of peace-time goods and services for those of wartime.

In this effort, the advertising man has a major role. His task will be that of selling us sound and enduring POLICIES for the future. No one of us has sufficient foresight or wisdom to know specifically what will be the most intelligent business and advertising policies of 1945-46 or 7 or whenever it is that we are first given opportunity to exhibit again peacetime economic statesmanship. But the following may be suggestive of some worthwhile points of attack:

As advertising men why not seek to imbue in every way possible the price-makers in industry with the goal of price-reduction? No quality-cutting or high-profit-per-unit production, but genuine, long-term market stimulus through passing on to the consumer every conceivable gain in technological progress, every economy in physical distribution? (Hasn't the bane of our democratic capitalism and its chief nemesis always been recurring depression and inadequate purchasing power—a disease that has played into the hands of reformers and radicals the world over? Isn't this the most practical way, far more so than bread-lines and doles and so-called "unemployment insurance"? And isn't it likely, if broadly practiced, to be far more profitable in the long run to have such a continuous broad market?)

Dangers Ahead

As financial advertising men, there's a tremendous challenge, the challenge to contribute to the restoration of the best parts of living, workable, democratic capitalism. When we win, it will re-emerge, to be sure; but it will be weakened by two sets of forces unless we are careful to nurse it and nurture it back to full health and vigor—wartime, governmental controls and the contest with national socialism, both of which, we shall probably find, have sapped it, made it anemic.

Financial advertising men can do a whale of a lot if they spread its message of powerful, unbeatable individualism, *if it is connected with a broad social viewpoint*, by insisting on such things as truth-in-securities, more honest men and more honest markets, full and more helpful information, equitable financing costs, fewer "take-outs," fair service charges.

Most of us, of course, have preached these things, but in the world of tomorrow more have got to practice them so that the public (usually pretty fair and pretty discerning in the long run) will recognize them, not as claims or promises but as the real thing in action. In other words, it's the old, old, prescription but cast in a new role and so re-vitalized that it can't help winning if we prescribe it on a broad enough front.

LAKE ONTARIO
LAKE ERIE

WHAM KEEPS 'EM BUYING IN 51,880 RETAIL OUTLETS

WHAM gives you intensive coverage of the buying areas surrounding Rochester's 4,745 retail outlets . . . of Monroe County's 5,625 retail outlets . . . of WHAMLAND'S 51,880 OUTLETS. Here is the rich 48-county buying area, where WHAM's clear channel, 50,000 watt signal stands for *selling prestige*.

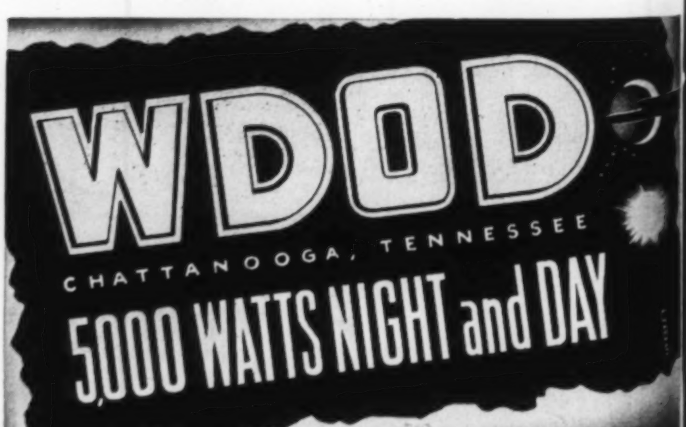
Day and night, twenty-four hours per day, WHAM brings its audience-chosen programs to 900,000 radio homes . . . at approximately one-third the cost of localized coverage of the same area.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"



CHOOSING SITES for a network of emergency communications stations should New Orleans be bombed are three of WWL's engineers, active in the War Emergency Radio Service, an auxiliary group to OCD. Gazing over the city are (l to r): Francis Jacob, president of Local 139, IBEW; Jefferson Davis Bloom, WWL, chief engineer; Bobby Grevemberg, transmitter operator.

PROGRESS FOR AM IS SEEN BY EDDY

FREQUENCY modulation "is not nearly so important an advance as heretofore believed, and the core of the problem lies in radio receivers," according to Lt. William Eddy, USN, speaking before a recent meeting of the Chicago Radio Management Club.

"On the contrary the core of the problem lies in the radio receivers, and once manufacturers build sets capable of receiving on a wider range, standard AM broadcasting will sound practically on a par with FM," he said.

Lt. Eddy indicated that advances made by the Army and Navy radio divisions would shed new light on the post-war future of broadcasting, television and ultra-high frequency transmission. "The techniques already in actual use in the armed services undoubtedly will be utilized in commercial radio after the war," he added. "Not only are we developing equipment, but we are also training the men to handle it—men who will be available for commercial radio as soon as the war is over."

Lt. Eddy, inventor and pioneer in television, formerly in charge of Balaban & Katz television station W9XBK, Chicago, was recently recalled to active duty to take charge of the B & K Navy Radar School, run in conjunction with the television station.

The meeting was presided over by Buckingham Gunn, radio director of the Chicago office of J. Walter Thompson Co., who was elected president of the club, succeeding Earl G. Thomas, formerly radio director of the Chicago office of McCann-Erickson, who was recently commissioned a captain in the Army.

BILL HENRY, Hollywood commentator featured on NBC *By the Way* sponsored by American Chicle Co. (Dentyne gum), having returned from his South Pacific war correspondent assignment, has resumed that four-weekly quarter-hour series on Pacific Coast stations.

BLACKOUT SURVEY

WOR Finds More Listeners As Lights Fade

NO RADICAL change in listening habits has resulted from test blackouts of all or parts of New York, according to measurements of reactions during three trial blackouts by Crossley interviewers and released by the *Continuing Study of Radio Listening in Greater New York* of WOR, New York.

Results show that the number of sets turned on increased slightly during the "lights-out" period usually between 9:30-10:30 p.m., then fell sharply during the 15 minutes following the blackouts.

The WOR study also revealed that weekend radio listening jumped approximately 50% during June, July and August of this year compared to the same period in 1941, with Saturday evening listening up 37%, and Sunday evening showing a gain of 61%.

During September, evening listening was 20% greater than September 1941, with Sunday evenings increasing by 40%. Carrying "ratings" based merely on radio homes one step further, the WOR study is now presenting comparisons of the number of men, women and children actually listening to a program inside each home interviewed.

PAUL SULLIVAN, former CBS commentator now with WMCA, New York, has started a five-weekly news period on the latter station.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

The Other Fellow's Viewpoint

Small Station's Plea

EDITOR, BROADCASTING:

Let me say that I think the 13th District meeting at Dallas last week was very helpful to every broadcaster who attended. However, those who should have attended were the smaller stations—I imagine that they did not come because of lack of time, manpower or finance.

One of those questions that I think these smaller stations would have wanted discussed more fully was that brought up by Joe Carrigan of KWFT, Wichita Falls, to-wit: "The Government is spending money to advertise for the Army, etc. in the papers—why shouldn't they do the same thing in radio." I noticed that the attitude of the bigger stations seemed to be that even if the Government were willing to pay for such radio advertising that they would still be willing to run it gratis. This is something I don't quite understand. Radio is doing plenty in the war effort, but the smaller stations can't continue to do so if they don't get revenue in some form.

I call your attention to the article "War Lament of the Puzzled Locals", page 20, Nov. 2, BROADCASTING and to the editorial in the same issue, "Death and Taxes". Newspapers get the money at every chance. Our local editor-publisher, Col. Carl Estes, once said to our organization "You boys have the good-will but I get the revenue". They pushed special pages and all of that sort down the merchants mouths and they got the money—we got the good will. It is time now that we must have a certain amount of money or we won't even be able to provide the good will facilities. . . .

JAMES L. CURTIS,
KFRO, Longview, Tex.

Nov. 8, 1942

Discs for Alaska

TO HELP entertain servicemen stationed in Alaska, the Don Lee Network has shipped 91 discs totaling 22 hours of transcribed MBS programs, to that country. West Coast program librarians checked over 1,209 transcriptions before making the final selections.

Money Talks

It's one thing to TALK productive markets. It's quite another to MAKE GOOD. A trial campaign on WAIR will prove to you that Winston-Salem has the dough and WAIR knows how to get it for you.

WAIR
Winston-Salem, North Carolina

WBNX
CREATING
Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today

Radio Stars Likely To Give Up Movies

Wage Limitation Forces Choice Between Screen, Air Careers

MAJORITY of radio talent now engaged in both radio and screen activities will probably confine themselves almost exclusively to radio when the $25,000 salary limitation goes into effect Jan. 1, 1943, Hollywood advertising agency executives indicated last week.

The choice of medium will rest squarely on the merits of both fields in a star's personal popularity, the agency people pointed out, but general opinion is that radio people will follow the example of Jack Benny, who has already indicated that he will give up the movies.

Agencies predict, however, that network programs using guest talent, will have to focus attention on secondary feature players, those rating $500 for a single performance. Movie stars whose 15% charity allowance has not been used up may do radio work provided the money is turned over to some philanthropy, such as the Hollywood Canteen or Motion Picture Relief Fund.

Some of the predominately radio people with additional motion picture activities who are affected are Jim and Marion Jordan (*Fibber McGee & Molly*), George Burns and Gracie Allen, Jean Hersholt, Eddie Cantor, Hal Peary (*Great Gildersleeve*), Bob Burns, Arthur Lake and Penny Singleton (*Dagwood* and *Blondie Bumstead*), Irene Rich, Bing Crosby, Bob Hope, Red Skelton, Bud Abbott and Lou Costello.

Gilman a 'Colonel'

DON E. GILMAN, BLUE western division vice-president, has been made an honorary colonel of Kodiak Island, Alaska. Honor was conferred upon him by Gov. Mary Sather. It was result of a mock political campaign conducted by KODK, and was given for Mr. Gilman's willingness to go out of his way to aid and comfort those traveling with him.

Official Wage and Hour Definitions

Under Fair Labor Standards Act of 1938, Sec. 13(a)(1)

(See story on page 18)

REGULATIONS

Section 451.1—Executive

The term "employee employed in a bona fide executive * * * capacity" in section 13 (a) (1) of the act shall mean any employee—

(A) Whose primary duty consists of the management of the establishment in which he is employed or of a customarily recognized department or subdivision thereof, and

(B) who customarily and regularly directs the work of other employees therein, and

(C) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and

(D) who customarily and regularly exercises discretionary powers, and

(E) who is compensated for his services on a salary basis at not less than $30 per week (exclusive of board, lodging, or other facilities), and

(F) whose hours of work of the same nature as that performed by nonexempt employees do not exceed 20 percent of the number of hours worked in the workweek by the nonexempt employees under his direction; provided that this subsection (F) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment.

Section 541.2—Administrative

The term "employee employed in a bona fide * * * administrative * * * capacity" in section 13 (a) (1) of the act shall mean any employee—

(A) who is compensated for his services on a salary or fee basis at a rate of not less than $200 per month (exclusive of board lodging, or other facilities), and

(B) (1) who regularly and directly assists an employee employed in a bona fide executive or administrative capacity (as such terms are defined in these regulations), where such assistance is nonmanual in nature and requires the exercise of discretion and independent judgment; or

(2) who performs under only general supervision, responsible nonmanual office or field work, directly related to management policies or general business operations, along specialized or technical lines requiring special training, experience or knowledge, and which requires the exercise of discretion and independent judgment; or

(3) whose work involves the execution under only general supervision of special nonmanual assignments and tasks directly related to management policies or general business operations involving the exercise of discretion and independent judgment.

Section 541.3—Professional

The term "employee employed in a bona fide * * * professional * * * capacity" in section (13 (a) (1) of the act shall mean any employee who is—

(A) engaged in work—

(1) predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical, or physical work, and

(2) requiring the consistent exercise of discretion and judgment in its performance, and

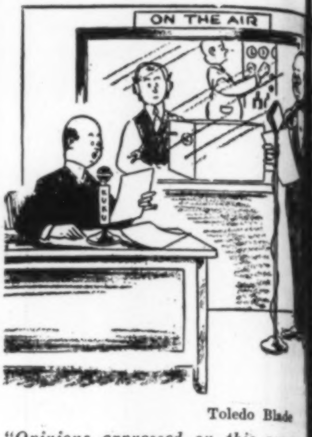
(3) of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time, and

(4) whose hours of work of the same nature as that performed by nonexempt employees do not exceed 20 percent of the hours worked in the workweek by the nonexempt employees; provided that where such nonprofessional work is an essential part of and necessarily incident to work of a professional nature, such essential and incidental work shall not be counted as nonexempt work; and

(5) (a) requiring knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study, as distinguished from a general academic education and from an apprenticeship and from training in the performance of routine mental, manual, or physical processes; or

(b) predominantly original and creative in character in a recognized field of artistic endeavor as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training, and the result of which depends primarily on the invention, imagination, or talent of the employee, and

(B) compensated for his services on a salary or fee basis at a rate of not less than $200 per month (exclusive of board, lodging, or other facilities); provided that this subsection (B) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof.



Toledo Blade

"Opinions expressed on this program are necessarily those of this station, the sponsor, the speaker or anyone else you can sue!"

Paul Franklin Is Elected Head of Radio Writers

PAUL FRANKLIN has been elected national president of the Radio Writers Guild, following regional meetings held last week. He succeeds Henry Fisk Carlton, who has been commissioned a major in the Army Air Forces. Vice-president of the eastern region is John Vandercook; midwestern region, George Roosen; western region, Arch Oboler.

Members of the National Council as announced by the RWG are: Georgia Backus, Erik Barnouw, John Boylan, Hector Chevigny, Norman Corwin, Les Edgley, Hal Fimberg, Sidney Gerson, Stuart Hawkins, Harry R. Herrmann, Pauline Hopkins, Chester Huntley, Fred Kress, Jerome Lawrence, Peter Lyon, Richard McDonagh, Sidney Marshall, J. T. W. Martin, Sam Moore, Carlton E. Morse, David Nowinson, Jack Paine, Don Quinn, Addy Richton, George Roosen, Lewis Scofield, William L. Shirer, George Stellman, Ruth Walliser, Kenneth Webb.

Denny's New Series

GEORGE V. DENNY, moderator of *America's Town Meeting of the Air* on BLUE, is also moderator of a morning series of discussions relating to war activities, and inaugurated on WMCA, New York last week. Originating from Town Hall, New York educational organization of which Mr. Denny is president, the Monday programs are given over to symposiums on various member countries of the United Nations. The Tuesday broadcasts started off with a discussion of war aims by individuals representing a cross-section of the United States. The twice-weekly series will run for a period of 20 weeks.

Look What's Happened* TO SYRACUSE!

23% GREATER BUYING POWER THAN THE U. S. AVERAGE

43RD BUYING INCOME RANK IN THE U. S.

AN AVERAGE WEEKLY INCOME INCREASE OF $700,000

*Source: Sales Management, October 10, 1942

...and what about WSYR?

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC Basic Red

More than ever it's your most effective means of reaching and selling this booming, buying area. WSYR covers not only Syracuse but over 20 rich, spending counties of Central New York. They *listen* to WSYR — the only Basic Red Station in this area.

WSYR
NBC Red
5000 Watts
SYRACUSE, N. Y.
570 Kc.

Only Basic Red Station Covering Central New York — Represented by Raymer

SHORTWAVE SERIES REVISED BY CBS

REVISED program schedule for programs shortwaved to South and Central America on WCRC, WCDA and WCBX, CBS international stations, has been announced, effective immediately, including additional dramatic and educational programs, news broadcasts every hour on the half-hour, and three hours of additional air time per day.

Two of the new programs are *Cultural News*, conducted by Jose Santos Quijano, and *Mail Bag*, with Carlos Videla answering questions submitted by listeners. Both men are members of the CBS shortwave department. An innovation for the Portuguese schedule on WCBX will be a series of weekly interviews with Brazilian citizens visiting in the United States.

With the new schedule in effect, broadcasts to Spanish-speaking South American countries are heard on WCRC from 5:30 p.m., an hour and a half later than before, through midnight. The Central American program service on WCDA starts at 7:30 p.m. instead of 5 p.m. and continues until 2 a.m. instead of the former 11 p.m. sign-off Portuguese broadcasts are now heard on WCBX, 5-11:30 p.m., instead of 4-11 p.m.

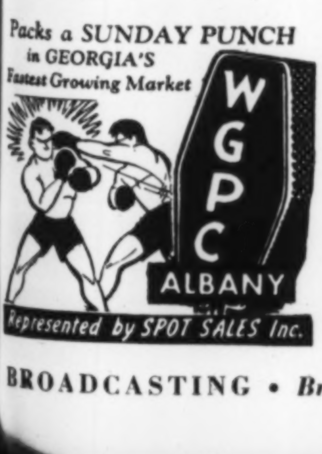
New Features Scheduled In Met Opera Programs

INNOVATION in the BLUE broadcasts of the Metropolitan Opera Co. 1942-43 season will be intermission features, keyed to the fact that the entire series is to be dedicated to the United Nations. One intermission period each week will be devoted to an "Opera War Victory Party", bringing the radio audience talks from opera stars and leading nationals of our allies.

The "Opera Forum Quiz," will occupy another intermission period, with Olin Downes, Robert Lawrence and Dr. Sigmund Spaeth, music critics, featured. News and anecdotes about the opera world will be presented in an additional program, when there is a third intermission. Title will be *The Metropolitan Opera Column of the Air*.

The series opens Nov. 28, under the sponsorship of The Texas Co., New York, producers of Texaco. Agency is Buchanan & Co., New York.

MEREDITH WILLSON, Hollywood musical director of the weekly NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has composed a new song "Hit the Leather", dedicated to Fort Riley, Kan., Cavalry School.



PET MILK, along with KMDX, St. Louis, and Gardner Adv. Co., fetes Mary Lee Taylor, starting her tenth successive year on CBS with a twice-a-week daytime program of household hints. Around the table are: (l to r) Wendell B. Campbell, general sales manager of KMOX; Merle S. Jones, general manager of KMOX; Mrs. Erme Proetz, executive vice-president and account executive of Pet Milk account; E. A. W. Schulenburg, secretary and media director of Gardner Adv. Agency; Jack L. Van Volkenburg, assistant manager of WBBM, Chicago; William T. Nardin, general manager of Pet Milk Corp.; C. J. Hibbard, advertising manager of Pet Milk; Gordon Ellis, announcer; Miss Taylor; Arthur Casey, director of public relations for KMOX.

Lucky White

BUILT around the catch line, "Lucky Strike Green Has Gone to War", American Tobacco Co. (Lucky Strikes) on Nov. 9 launched a campaign on its three network programs to publicize switch in the field of its cigarette pack from green to white. Government use of all green dye for camouflage work caused the tobacco company to change its colors. Transcontinental shows plugging the alteration include the weekly NBC *Kay Kyser's College of Musical Knowledge*, NBC *Information Please* and CBS *Your Hit Parade*. Lord & Thomas figures radio comedians will seize opportunity to "gag" the campaign, thus making the changeover more effective.

Approve Coast Plan

UNIFIED emergency broadcast plan as set up by Pacific Coast radio executives, has been approved and accepted by the Fourth Fighter Command and Western Defense Command [BROADCASTING, Nov. 2]. Plan includes a special network comprising every station in the three Pacific Coast States. With Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn., appointed in that capacity for the entire West Coast, coordinators of the various control areas are Maury Rider, Seattle; H. M. Swartwood Jr., KOIN, Portland; George Greaves, KPO, San Francisco; Sidney W. Fuller, KGB, San Diego.

Dr. Chappell Speaks

DR. MATTHEW N. Chappell, technical consultant to C. E. Hooper Inc., New York, will speak on "The Daytime Serial Drama—Its Psychological Background and its Current Popularity Trend" at a special meeting of networks, stations, advertisers, agencies and representatives called by Hooper for Nov. 16 at the Hotel Roosevelt, New York. A discussion period will follow Dr. Chappell's talk. Invitations to the meeting were sent to subscribers of the Hooper Radio Reports in seven Eastern cities.

Edna May Oliver

EDNA MAY OLIVER, 59, noted motion picture character actress, who starred early this summer in *The Remarkable Miss Tuttle* sponsored on NBC by Lever Bros. Co., Cambridge, died Nov. 9 in Hollywood after a lengthy illness from an intestinal disorder. Miss Oliver was forced to retire from the radio series in August because of illness, and was replaced by Mary Boland, stage and screen star. Born Edna May Nutter in Boston, Miss Oliver had a long career on the stage and in numerous motion pictures.

Canadian Stations Plan A Radio Audit Bureau

PLANS for a Canadian Radio Audit Bureau were discussed by G. Walter Brown, chairman of the Canadian Assn. of Broadcasters research committee at the annual meeting of the Assn. of Canadian Advertisers at Toronto Nov. 12. He reported that the study of radio measurement by the committee has been divided into two different types of measurement: (1) coverage of radio stations, (2) measuring relative popularity of radio programs. Out of the first it is hoped to develop a method by which a map can be prepared for every radio station in Canada defining its primary and secondary areas, and showing the value of the market embraced by these areas. For the measurement of program popularity, the committee is studying the various methods now in use in Canada and the United States and will recommend the one best suited to Canadian conditions.

The CAB research committee was set up last February, and consists of G. Walter Brown, chairman; Henry Gooderham, CKCL, Toronto, and Jack Cooke, CKGB, Timmins, Ont., representing the broadcasters; Lou Phenner, Canadian Cellucotton Products, Toronto, and Tom MacReynolds, Colgate-Palmolive-Peet Co., Toronto, representing the ACA; Adrian Head, J. Walter Thompson Ltd., Toronto, and Ray Barford, J. J. Gibbons Ltd., Toronto, representing the Canadian Assn. of Advertising Agencies.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WMC MEMPHIS, TENN.

Owned and Operated by THE COMMERCIAL APPEAL

5,000 WATTS 790 Kc. NBC NETWORK

H. W. SLAVICK, Gen. Mgr. JOE EGGLESTON, Comm'l Mgr.

Latest national report by C. E. Hooper, Inc. shows WMC in Memphis carrying 13 of the 15 top programs in popularity, the second station carrying only 2 (rated No. 8 and No. 13 in popularity) among the first fifteen!

Now, with the new night-time power — 5,000 watts, with its scientifically modern radiating system, WMC offers even more coverage and finer reception in this great mid-south market where it reaches nearly 400,000 radio homes.

WMC is represented nationally by *The Branham Co.*

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

All UPS in Mississippi
Value 1942 Cotton Crop 68% UP over 1941
Value 1942 Cotton Seed 71% UP over 1941
Value of 1942 Livestock 29% UP over 1941
Value, all farm products 1942 ....$311,929,540.00
Gainful employment in business and industry 1942 ....30% UP over 1940

Invest your advertising dollars with WJDX—dominant radio station in the UP Mississippi market.

Member of Southcentral Quality Network
WJDX — WMC — WSMB — KARK
KWKH — KTBS

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

WHAT'S WHAT IN Boston

9.
WCOP has 117 accounts on its airways this week . . . and more are added weekly.

REPRESENTED BY HEADLEY-REED CO

WCOP
BELONGS ON YOUR SCHEDULE

Advertisers Mustered for War

(Continued from page 10)

tempts to get from the interested Government agencies a picture of the message they want presented to the public. Then the objectives are stated—what they want to do and what they want the people to do. Third, the advertising approach, the techniques to be used, are outlined.

Next, a copy platform is set up as a basis for what they are going to tell the people. At this stage the plan is mimeographed and distributed to the OWI media chiefs, the interested Government agencies and anyone else concerned, and a conference is held for a general discussion. Finally, the media men go to work, priorities are established, facilities allocated, and the advertising goes out.

He outlined a few of the 64 Government campaigns, including transportation conservation, which comprises voluntary tire conservation, idle tire purchase plan, national mileage rationing plan, bus and rail travel conservation, consumer deliveries conservation, truck conservation plan, car pooling; salvage, including scrap metal, rubber, rags, paper, fats, etc.; Treasury War Bond and Stamp sales drive; anti-inflation campaign, interpreting price control to public and trades and teaching anti-hoarding; rationing campaign, including fuel oil, gasoline, sugar, coffee, meat; conservation, with campaigns for household equipment, foods, clothing, homes, etc.; manpower problem, very serious at the moment and requiring localized treatment; nutrition; war information, involving 16 Government agencies; recruiting, for the armed forces; OCD, recruiting and education.

Following these talks there was an off-the-record question and answer session, with William B. Lewis, OWI radio chief, and H. Andrew Dudley, deputy director of the Bureau of Campaigns, assisting Mr. Cowles and Mr. Dyke in explaining OWI operations to the advertisers.

British Experiences

The necessity of concentrating some civilian industries into certain plants, with others closed or converted to war work, for the purpose of releasing materials, labor or facilities needed in the war program, was discussed at the Wednesday afternoon session by Arthur R. Burns, chief economic adviser, Office of Civilian Supply, War Production Board.

He outlined the three main problems of concentration as the selection of the plants to remain in production, the arrangements made to enable closed plants to continue providing goods to their customers, and the compensation, if any, to be paid to the closed plants. Since the concentration program is so new in this country, Mr. Burns drew chiefly on the experiences of England in his examples.

"The WPB will certainly endeavor to prevent any such unequal distribution of scarce products. Furthermore, some manufacturers' distribution organizations perform valuable repair and maintenance services, and the Board has no intention of destroying these organizations except where the demands of the war program necessitate it. Essential repair and maintenance services must obviously be maintained.

"Policy with regard to brand names is equally undeveloped. Bicycles are now produced in only two plants and carry no brand names, but stove manufacturers, having been limited in the materials they may use, are not prevented from placing their names on their product. The pressure of war is very likely to require the simplification of many products, and manufacturers may prefer not to have their names on these products.

"In some industries it may prove difficult to maintain all brands and be unfair to maintain some. In this matter the desires expressed by business will be an important guide. But the primary test in making policy with regard to supplies of goods to closed plants and with regard to brand names will always be the potential gain to the war program."

Simplification Plans

Howard Coonley, deputy director of the Conservation Division of the WPB as well as chairman of the board of the Walworth Co., described the Government program of standardization and simplification to reduce the number of types of products and parts to produce greater interchangeability.

In addition to the savings in materials and labor, this may also save lives if not battles, he said, stating that in the present war United Nation tanks have been kept out of action for lack of nuts and bolts and similar small parts which might have been taken from other tanks if there had been any interchangeability.

The necessity of setting standards and quality definition and identification for certain types of products was discussed by Willis S. MacLeod, chief of technical operations, Standards Division, OPA, who said that quality levels and price ceilings go together. It should not interfere in any way with advertising of these products, he stated. Mr. Willis was the last speaker of the afternoon, which concluded with the business session and the election of officers for the coming year.

Some Jolting News

Speakers at the Wednesday dinner meeting were Donald Nelson [see page 11], and Capt. the Right Honorable Oliver Lyttelton, British Minister of Production, who recently arrived in this country. Capt. Lyttelton did not touch on advertising but discussed important problems of the war of concern to England, America and the other United Nations.

George S. McMillan, ANA Secretary, who headed a panel discussion on some of the wartime problems facing national advertisers, which opened the Thursday morning session, jolted his listeners at the outset by reporting that the paper mills have been frozen to a monthly production based on that for April, 1942, which may lead to a limitation in the size of newspapers and other publications, and followed up with the even more disturbing news that the supply of

BETTER FREQUENCY! LOCATION!
5000 WATTS DAY
5000 WATTS NIGHT
560KC
NBC
RED
WIS
COLUMBIA, S.C.
FREE & PETERS, Inc. National Representatives

bes for radio receivers is dwindl- g with no replacements being ade.

"The best information we have," stated, "is that when the sup- y is gone the sets might go t at the rate of 60,000 a day, hich will affect your listening dience."

[Editor's Note: Inquiry Friday at responsible quarters at the War Production Board failed to substantiate Mr. McMillan's assertion, the source of his information being a puzzle in the light of recent WPB assurances of a reasonable supply of replacement tubes].

Industry Experiences

Stating that more than 100 in- stries are being studied with a iew to possible concentration, hich he termed the greatest reat to consumer acceptance of rademarks and brand names, Mr. McMillan urged national adver- isers to study the situation and lan in advance how it can best e met if it does arise in their articular fields.

Such questions as the desira- ility of using a company name or rademark on a product inferior to hat normally produced deserve areful study, he said, and should ot be put off until an immediate ecision must be made. He cited the new White Knight Mattress recently brought out by the Simmons Co., who in their introductory advertising stress the fact that they are bringing out this all-cotton mattress as a wartime measure while the steel that formerly was used in its Beautyrest products is now all going into war uses.

George W. Penny, advertising manager of the Rumford Chemical Works, described the success of his company in conserving the tires used by Rumford salesmen by encouraging the use of public transportation whenever possible through bonus payments for reduced mileage, with the result that after four months the total mileage had been reduced by one-third.

Walter A. Bowe, advertising manager, Carrier Corp., told how his company, with most of its production converted to Government work, is advertising to maintain its position in the industry, so it will not be forgotten when peace arrives. "We can't accumulate funds today for advertising tomorrow," he declared, "but we can advertise today for the accumulated buying power of tomorrow."

Sylvania's Researches

Alfred McQuillan, Sylvania Electric Products Inc., described the research into probable post-war conditions conducted by his company, which is analyzing its accounts to determine which will be active in the days immediately following the end of the war when many manufacturers will be engaged in reconversion from war to peace production.

KOIN'S 'VICTORY HARVEST' played for five weeks as a special road show in rural Oregon and netted $3,509,170 in actual cash purchases of War Bonds and Stamps. The Treasury was so enthused over the campaign that, along with the Portland (Ore.) station, it is making the plan available for use by other stations. C. W. (Chuck) Myers, KOIN president, went to Washington Nov. 5 to report on the plan at a special luncheon, which was attended by (l to r): Ted Gamble, former Oregonian now assistant to Secretary of Treasury Morgenthau Jr. in charge of the War Savings Staff; Capt. Leland P. Lovette, Navy director of public relations; Col. E. M. Kirby, chief of the Army public relations department's radio branch; Mr. Myers.

The new advertising campaign designed to get people to buy War Bonds now so they can buy Hot Point electric kitchens after the war, which serves the dual purpose of aiding the Government now and keeping the Hot Point name alive for the duration, was outlined by W. A. Grove, advertising manager, Edison General Electric Appliance Co.

War-Slanted Copy

Following the panel discussion, T. Mills Shepard, vice-president of Daniel Starch Inc., reported on a study of readership of advertising in 17 recent magazines, which showed that nearly half of the advertisements had some kind of a war slant. Study indicated that men are more interested in war-product and war-slanted copy than women, although they both are generally more interested in future-inspirational copy and in copy stressing conservation than in that devoted to straight product selling, he reported.

Dr. Henry C. Link, vice-president of the Psychological Corp., reported on the second survey of public attitudes toward wartime advertising conducted for the ANA, stating that the public belief that industry is doing a good job to help win the war is higher than it was six months ago. Other conclusions drawn from the survey which comprised 1,000 interviews with individuals making up a cross-section of the country's population, are:

What People Think

(1) Growing confidence on the part of the public in the role advertising is playing and can play in the war effort; (2) an appreciation of this advertising, but also a critical attitude discriminating between different types of advertisements; (3) a sincere approval of scrap salvage and War Bond advertising; (4) a belief that advertising about Army-Navy "E" awards contribute to national morale.

People, it was found, want advertisers to tell them about their regular products, but above all how to conserve what they now have; They want the companies to tell about their war efforts, but without too much boasting; and they continue to expect from advertising inspiration and a vision of the future for which we are fighting.

Speaking at a copy panel discussion Thursday afternoon, Dr. George Gallup, vice-president of Young & Rubicam and conductor of the Gallup polls, pointed out that this public distaste for boastful advertising is not war phenomenon but has caused most complaints about advertising for some years. He said that a small group, recently asked if they favored a tax on advertising, said they thought it would be a good thing and he urged that the advertising industry, which has sold every type of product and institution except itself, do something about its public relations. Dr. Link, Mr. Shepard, and R. H. Bernard, vice-president of Owens-Illinois Glass Co., participated in the discussion, which was prefaced by a satirical slide-film presentation on wartime advertising, presented by CBS, with Jascha Frank as writer and producer.

The Rubber Problem

H. E. Humphreys Jr., vice-president and chairman of the finance committee of United States Rubber Co., expressed the views of a financial man on wartime advertising, stating that while his company can certainly not justify its advertising expenditures on the basis of sales to the public, he felt it an essential part of the company's war effort. Paul G. Hoffman, president, Studebaker Corp., concluded the afternoon meeting with an off-the-record talk on what advertising should do now to prepare for post-war conditions.

Urging advertisers to help him explain the rubber situation to the public, William M. Jeffers, WPB rubber director, speaker at the Thursday dinner meeting, expressed "complete confidence in the willingness of the American people to carry on that conservation if they know just exactly what needs to be done and why it is necessary."

"That is my selling problem," Mr. Jeffers asserted.

He pointed out that the greatest difficulty in carrying out that sales message is loose and careless talk and publication which confuses the public. Nobody is particularly at fault or deliberately misleading his fellow citizens, he said, but the results are the same.

"I am sure," he continued, "that you will agree with me that if all the people have a clear picture of the rubber situation all the time, they themselves will solve the present rubber conservation problem.

"With your help, we can give them that picture. In the newspapers, on the radio, in the magazines, in articles, broadcasts and advertisements, we can paint for the people the exact picture of where we are on rubber. If you will think in the broad national sense each time you write or talk about rubber, there will be no confusion, and if there is no confusion the American people will go along with the rubber conservation program 100%."

Buys Time for E's

RETURNING to network radio for the first time since 1929, A. Schrader's Sons, Brooklyn, a division of Scovill Mfg. Co., will be the 13th war industry plant to use BLUE facilities for broadcasting ceremonies in connection with special government awards for production achievements. The entire BLUE network will be used for the program Tuesday, Nov. 17, 4:15-5 p.m. Lowell Thomas will serve as m.c. Participating in the presentation of the award of the Army-Navy "E" pennant, will be company and military officials. Agency is E. M. Freystadt Associates, New York.

Silver Fox Spots

PETER FOX BREWING Co., Chicago, is widening its distribution of Silver Fox Beer into Southern markets with the placement of a five-minute program and two one-minute spot announcements daily on KFVS, Cape Girardeau, Mo.; two one-minute daily spot announcements on KWOC, Poplar Bluff, Mo., and WAML, Laurel, Miss.; three daily spots on WMC, Memphis. Schwimmer & Scott, Chicago, is agency.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

Leading By
Every Survey

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

KWKW

1000 Watts
at
1430 Kilocycles

Pasadena, Calif.

•

Servicing the whole Los Angeles Metropolitan Area 3,000,000 high wage earners.

The
CLEVELAND ORCHESTRA

Broadcasts
A NEW SERIES OF WORLD-WIDE RADIO CONCERTS

SATURDAYS 5 TO 6 P.M. E.W.T.

Over the Columbia Broadcasting System and Short-Wave Around the World

Sponsored by Radio Station W-G-A-R Cleveland

Broadcasters Urged To Prepare Lists Of Essential Jobs Under Manning Plan

BROADCASTERS, along with members of 36 other industries listed as "essential to the support of the war effort" were urged by the War Manpower Commission last week to study their employment needs with the view in mind of preparing a "manning table" to aid local Selective Service boards in the orderly replacement of essential men who may be called for military service.

Although a score of broadcast jobs have been defined as critical by Selective Service National headquarters, and local boards have been so advised, Paul V. McNutt, WMC chairman, has warned the "deferments are temporary, and do not constitute exemptions."

"The purpose of these deferments," he has stated, "is to prevent breakdown of essential activities so that other workers—women and those men not qualified by physical condition or age—can be trained to replace those required for the armed forces" [BROADCASTING, Oct. 26].

Boards to Use Plan

National Selective Service headquarters on Nov. 6 instructed local boards in the use of manning tables as an official guide in granting temporary deferments so that critical men may be replaced. Under the manning table plan, drawn up by WMC and Selective Service, an employer lists all essential jobs involved in operating his organization, along with the minimum time needed to train replacements.

Lists will be studied and approved by State Selective Service headquarters, and a time-value alloted to each job for replacement. The employer then files Form 42A with the local board, giving the name of the employe holding the critical job. National Selective Service headquarters has advised local boards that they should defer these men for the time permitted by the State director.

General opinion in Washington was that use of the manning table should give station operators sufficient time to replace their technical men in the draft-age bracket. Fate of other studio employes in non-technical critical jobs was not clear, although the consensus was that the problem of replacing them would not be considered sufficiently vital to win many of them deferment under the manning plan.

NBC STAYS ON TIME

O. B. Hanson Demonstrates New Coast-to-Coast Switch

O. B. HANSON, NBC vice-president in charge of engineering, demonstrates the adjustment of NBC's new highly accurate time-clock system, currently being installed in all NBC divisional plants

O. B. Hanson and Time Panel

as a means of attaining perfect synchronization in NBC's constant switching of operations from coast-to-coast. Based fundamentally on the use of a special tuning fork operating in a vacuum chamber, this clock control system draws its basic power from the city power mains, but, in case of emergency, automatic devices would connect the control equipment to reserve power source derived from storage batteries.

The master clock in each NBC divisional headquarters is checked daily with Naval Observatory Time, and affiliated stations may check their clocks with the NBC time signal transmitted daily at 9 a.m. and 5 p.m. from Radio City, New York.

Nets Won't Subm
Entries to Peabo

AFTER numerous discussions d ing the past week among netw program officials, it is gener understood that Mutual will be only network to submit entries the advisory committee for 1942 George Foster Peabo Awards.

NBC, CBS and the BLUE, p sumably out of consideration the feelings of the comm which selects the winners, w make no statements on the ma although they are understood to planning to submit no entries f their programs.

The BLUE further clarified position in a letter sent by Har son B. Summers, director of pub service for the network, to De John E. Drury of the Henry Gra School of Journalism, U of Georgi which administers the awards.

Stating that in wartime rad has many vital functions as medium to maintain public mora as well as a means of dispersi government propaganda, the lette explained that the BLUE felt i should devote its time to the duties. Any recognition the com mittee cared to give BLUE pro grams would be welcomed, the let ter continued.

Can Judge for Itself

While no CBS nor NBC offici would discuss the matter, the ne works seem to be of the opini that it is better for the advisor committee to select the program it feels the most noteworthy rather than consider specific programs se lected by the networks themselves In past years, it was expressed too much emphasis has been laid on the excellence of the networks presentations to the Peabody Ad visory Committee rather than o the merit of the programs per se

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HOLLYWOOD has raided the talent staff of WBBM Chicago. Signed with in the last few months by Hollywood studios for screen appearances are Dale Evans and Gale Robbins, vocal ists; Bob Bailey, actor; Fred Brady, comedian; and Bob Atcher and Bon nie Blue Eyes (Mrs. Atcher), hillbilly duo.

FOREMAN Co., station representa tive, has opened a West Coast service office at 205 South Beverly Drive, Beverly Hills, Cal. Telephone is Crestview 1-2166.

Did you say 77?

YES, 77!

That's the percentage of mail received in October by WIBC CONTAINING PROOF OF PURCHASE.

To sell your merchandise now in metropolitan Indianapolis and all over rural Indiana put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

WIBC

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

"Who do you think you are—th Green Hornet over WFDF Fl Michigan?"

XUM

FROM 1 BARN TO 2 MILLIONS

Livestock Broker Credits Radio for Rapid Business Expansion

By MERVIN CLOUGH

VE NEVER been as lucky as day I stopped Bill LeBarron on street in Gothenburg and asked 15 minutes on his radio station."

l. Stickleman

Col. E. C. Stickleman, typical western cattle buyer and auctioneer of Gothenburg, Neb., made that statement in crediting the success of radio in building his livestock commission sales business into one of e leading livestock sales firms in e Midwest.

A business that in 10 years has ossed more than 20 million dol- s sales volume, and averages re than 2 millions in yearly sales lume. A business that began via anch-to-ranch" visits in a second- nd touring car, and newspaper vertising, in July of 1931.

In the summer of that year ickleman, beset by bank failures Iowa, packed his wife, five sons d a daughter into the auto and aded west to the Nebraska cattle untry. He had long been a cattle yer and auctioneer in many les blocks in Iowa, Missouri, South Dakota and Minnesota. The mily landed in Gothenburg, here Stickleman was able to cure lease on a small acreage.

Started With One Barn

Here, with only a small barn, nd one acre of pens built by the olonel and his five boys, Stickle- an opened his livestock commis- ion company. All his contacts the irst year were made by driving thousands of miles in the cattle country adjacent to Gothenburg. He made these personal contacts to follow up his small newspaper advertising budget. However, Stickle- an realized there was need for him to expand—to serve an even larger area with his livestock sales.

First Radio Contact

Thirty-five miles west of Gothenburg KGNF, North Platte, was serving the farm and ranch area in which Stickleman was building his sales service. With expansion in mind, Stickleman cultivated the acquaintance of the two LeBarrons, Vida J. and W. I., who operated the radio outlet, and decided to use 15 minutes weekly. Although he knew nothing of microphone technique, Stickleman's experience as an auctioneer gave him a definite style from which he has patterned his delivery on these 1932 broadcasts.

He continued his visits to the ranch and farm homes, following up his radio contacts in person. The program was broadcast each week for the next year, with consignors at the sales barn growing in number as the months passed.

During the heavy fall marketing season in 1938, Stickleman expanded his radio time 15 minutes, using a half-hour for a few months, resuming his quarter-hour spot early in the winter.

Price Forecast Added

First Stickleman programs were devoted entirely to news of the previous weeks' sale, and invitations extended to both buyers and sellers to attend the following week. Later, names of the consignors were added, as well as a list of what their livestock brought that week in the auction sale ring. Also presented was information and suggestions for the coming sale, an indication of what prices might be, and what livestock would be available for buyers.

Three years ago the program was sold for a noon half-hour spot, retaining its Friday 12:45 p.m. period, but adding the extra quarter-hour. In this program was added sales information from the Sutherland Livestock Commission Co. at Sutherland, Neb. Stickleman had opened this additional sales company to accommodate the livestock men in the western part of the area covered in his broadcasts.

To add variety to his program, Stickleman supplemented his sales news and market data with musical selections from the KGNF transcription library, making dedications to listeners in his audience.

What Radio Has Done

Facts prove what radio has done for the Stickleman Livestock Commission Company!

Three years after the company's broadcast was first heard, the firm was handling livestock from nine western States. Horses, cattle, sheep, and hogs are all marketed at top prices, and word of the service rendered at both Gothenburg and Sutherland has increased consignors of livestock as the years roll on. Nearly any week it is possible to mingle with buyers from Iowa, Missouri, and points as far away as Illinois, Ohio, Indiana, Pennsylvania, New York, West Virginia, Georgia, Kentucky, Michigan, and Florida.

In place of the small barn and single acre of pens that encompassed the full assets of the Stickleman firm at the outset in 1931, now stands a huge white sales barn, and 12 acres of pens and corrals. The barn is equipped with a modern auction sales ring, seats many hundreds, and is complete with office facilities and a modern cafe. The 12 acres of pens and corrals accommodate the large numbers of livestock handled each week by the firm.

When paid tribute in July, 1941 by friends, neighbors, and business associates on the occasion of the 10th anniversary of the opening of his first barn, Col. Stickleman gave his family full share of the honor, and was explicit in his praise for the part radio has had in the success of his livestock sales company. As he said, "It has been through the use of radio that the farmers and ranchers have been serviced with market news; the business men of Gothenburg have received added income; and my family has had the pleasure of building an excellent business and home among friends."

CELEBRATING the first month of Occident Flour's new *Golden Dawn News* on WKBN, Youngstown, Karl Bates and Jay Miltner, program announcers invited three station receptionists to a party in Studio A. Under the Occident hats are (l to r): Elaine Rhodes, Winifred Corkill, Mr. Bates, Mr. Miltner, Ginny Walshlag.

Plug That Hurts

COMMERCIAL on Nov. 29 broadcast of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands (coffee, tea), will operate under unique handicap. Offsetting value of usual plug is the current interpolated Government message assigned by OWI to that program. Message stresses scarcity of coffee and necessity of using it sparingly.

FM News Tieup

THE *New York Herald-Tribune* will supply all news for the three daily news periods scheduled by W75NY, FM station of Metropolitan Television Co., which begins operations Nov. 16 as New York's eighth FM station. To be known as the "The Information Station," W75NY will operate from 3 to 9 p.m. daily. Marcus Duffield, of the *Herald-Tribune's* editorial staff, will supervise the newscasts, scheduled for 3:50-4, 6:30-7 and 8:30-9, Sunday through Friday, and for 3:30-3:45 and 8:30-9, Saturday.

There's "sock" in 5KW on our 580 kc frequency—equal to over a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

TROY... ALBANY... SCHENECTADY...
The Tri-City Market

Always a rich market — now more than ever a booming market — a buying market:

- Buying power 18% greater than U. S. average.*
- Ranks 41st in population but 24th in income.*

And when it comes to selling this great three-in-one combination, take a look at the station that can prove

MORE COVERAGE PER DOLLAR

*Source: Sales Management, October 10, 1942

WTRY
TROY
1000 Watts Full Time
980 Kc.

The Only *Basic* BLUE Station in the Tri-City Area REPRESENTED BY RAYMER

WINX 1340 KC
1ST in Washington
IN INCREASED LISTENING AUDIENCE
*150% increase in listening audience since September 1941.
*C. E. Hooper
Representatives
E. FOREMAN CO.
New York Chicago
or WINX, Washington, D. C.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Where Sales Multiply
Air Castle of the South
50,000 WATTS
CLEAR CHANNEL
W
E
WSM

NASHVILLE, TENNESSEE
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Columbia's Station for the SOUTHWEST
KFH
WICHITA KANSAS
Call Any Edward Petry Office

Covering the AEF

(*Continued from page 14*)

will be made to the five sponsors whose shows were interrupted.

WOR, New York outlet of Mutual, first flashed its announcement at 9:08 p.m. during the *Chicago Theatre of the Air* program, and MBS made arrangements for its affiliates to break the news locally at the times they selected.

MBS also carried a special program between 1:18 and 1:37 a.m. Nov. 8 consisting of a two-way conversation between Dave Driscoll, MBS director of war services, and Paul Schubert, Mutual naval expert, speaking from Bridgeport. WOR at 1:55 a.m. presented a special talk by Andre Phillippe, Free French Commissioner of the Interior.

Blue Roundup

The BLUE cancelled two of its remote band pickups at 11:30 p.m. and 12 midnight to present the speech in French by President Roosevelt along with an English translation, followed by roundups of comments by Maj. Gen. Paul B. Malone, of San Francisco, a personal friend of Lt. Gen. Dwight D. Eisenhower, in command of the Allied forces in North Africa; William Hillman from Washington; Roy Porter from New York; Dean Dickason, San Francisco.

NBC again broke its rule against broadcasting recordings to carry the President's French speech at 11:30 p.m., marking the third time it has carried a recorded program. The two previous times were recordings of the burning of the dirigible *Hindenburg*, and the abdication of King Edward VIII of England. First comment from London on the new offensive was presented Nov. 7 by NBC when it called in Alex Dreier at 9:42 p.m. and again at 11:12 p.m. for special commentaries.

Throughout the remainder of the weekend, the networks relied on their regularly scheduled news roundups to handle the developments in Africa as they were relayed to this country. No further commercial programs were interrupted, nor were any broadcasts possible from the area of the new front itself.

The CBS correspondent in Cairo, Winston Burdett, was heard Nov. 8 in his usual roundup spots—9 a.m. and 2:30 p.m., while NBC brought in a report from Grant Parr, its correspondent in Cairo, on its 9 a.m. news roundup Nov. 8.

With the Troops

With the fighting forces in North Africa, it was reported, are Charles Collingwood for CBS, and John McVane, covering for both the BLUE and NBC. As BROADCASTING went to press, neither correspondent had been heard direct from any of the areas invaded by the Allies, although it is probable that broadcasts from the invaded territory may be set up when broadcasting facilities are available.

Coincidence

ENTIRELY by coincidence, the foreign language section of OWI introduced a new French-language news program on five New England stations on the same day that American troops opened the offensive in French North Africa. The first program, *Revue de la Semaine*, contained a message from President Roosevelt, although the program was not especially aimed at rallying U. S. French-speaking nationals behind the anti-Vichy drive.

One of the more interesting phases of listener reaction to radio's thorough coverage of the invasion developed at WOR, New York, after the station had broadcast a recording of the President's message to the French people in their native language at 5:15 p.m. on Nov. 8. Telephone calls poured into the station urging WOR to repeat the recording, on so insistent a basis that it was presented on MBS at 7:30 p.m. along with an English translation, and again on WOR locally at 11:15 p.m.

OWI Bulletins

Setting up a triple "network system", the Office of War Information, which took control of shortwave facilities early this month, went on the air at 8:57 p.m. on Saturday night with 15-second spot announcement bulletins in six languages on about 21 shortwave stations.

The three-pronged system broadcast on the European beam in English, French, German and Italian on one group of stations; the second group consisted of stations with strong beams in the Mediterranean area transmitting in English, French, Spanish and Portuguese, while still a third concentrated on France and French possessions with quarter-hours in French interspersed with five minutes in English.

All broadcasts presented on these "networks" were written, produced and directed by the OWI ,which reported that two of the special programs included frequent presentations of the President's speech as well as the soundtrack of an old newsreel featuring the late Marshal Foch speaking in French to an American Legion convention in Paris on "Comradeship in Arms". The French national anthem, "The Marseillaise", was also played frequently throughout the night.

From 9 p.m. Saturday night when the first news of the invasion broke until midnight Sunday, the full forces of the press and radio divisions of the Office of Coordinator of Inter-American Affairs concentrated on material for transmission to Latin America using the three CBS international stations as well as other transmitters.

CIAA newswriters turned out some 50,000 words of spot ne commentaries, communiques, announcements for translation Spanish and Portuguese. Reacti to the news of press and p officials in Latin American co tries were amassed in the CI New York office and transmi back to Latin America on Nov.

Estamos En Guerra, a news d umentary program broadcast CBS shortwave stations and broadcast on 23 Latin Americ affiliated stations, was rewrit Sunday around the North Afr event, and featured Vice-Presid Wallace giving, in Spanish, President's message to the Fre

For Brazil, Sunday night, President's talk was shortwaved the official Brazilian network, lowed by a Portuguese translati and later a commentary by Dr. Julio Barrata, head of the Coordinator's Brazilian department.

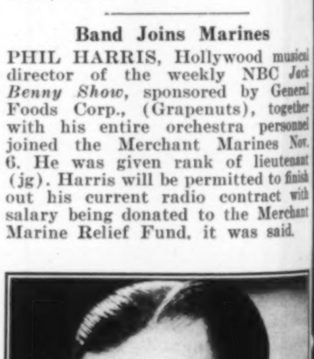
To augment the numerous shortwave news broadcasts by CBS given every half-hour from Saturday until Sunday night, a flow of background material was broadcast from the CBS shortwave studios by Mario Camargo, Alejandro Sux, Julio Barrata, Roberto Unanue, and Alberto Zalamea, all prominent in Latin America as news analysts.

Many of the CBS Latin American programs were fed to other stations for rebroadcast, including WRUL, WRUS, WRUW, WLWO, WOO4, WRUX and WGEA and Latin American stations of the CBS La Cadena de las Americas.

WBOS, Boston shortwave station, usually carrying NBC's shortwave programs, was not able to transmit programs to Europe, continent to which NBC beamed its shortwave broadcasts, until late Sunday night, because of damage by a slight fire at its transmitter in Hull, Mass.

Band Joins Marines

PHIL HARRIS, Hollywood musical director of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp., (Grapenuts), together with his entire orchestra personnel joined the Merchant Marines Nov. 6. He was given rank of lieutenant (jg). Harris will be permitted to finish out his current radio contract with salary being donated to the Merchant Marine Relief Fund, it was said.



AT NAB'S 13TH DISTRICT meeting Nov. 4-5 in Dallas were (front row, seated, l to r): Claude Barrere, NBC, Thesaurus; Larry L. Sisk, OWI; G. E. Zimmerman, KARK; Hugh Halff, WOAI; Neville Miller, president, NAB; Kern Tips, KPRC; Eugene Carr, Office of Censorship; E. P. Duffie, KGKB; George A. Kercher, Edward Petry & Co.

Second row: Alex Keese, WFAA-KGKO; Joe B. Carrigan, Leslie Pierce, KWFT; M. E. Danbom, KGKB; James R. Curtis, KFRO; Frank O. Myers, KCMC; Howard Barrett, KRBC; Eugene J. Roth, Bob A. Roth, KONO; Jack Keasler, WOAI.

Third row: Ralph W. Nimmons, WFAA-KGKO; Wm. G. Fields, Lee Myres, WRR; Wm. A Roberts, KRLD; Ed Lally, George Cranston, H. R. Turner, WBAP-KGKO; Harold Hough, WBAP; J. M. Moroney, WFAA-KGKO; Lewis O. Seibert, KPLT; Lt. Lester W. Linlow, public relations office, Camp Wolters, Tex.

Fourth row: Lewis Lacey, Jack O. Mitchell, KTSA; Ken McClure, WBAP-KGKO; Earle Fletcher, KAND; Charlie Nethery, T. Frank Smith, KXYZ-KRIS; A. M. Herman, WBAP-KGKO; C. B. Locke, KFDM; Herbert Denny, Standard Radio; Ed Bryant, WFAA-KGKO; C. K. Beaver, KARK; Lt. H. Ben Decherd Jr., public relations office, 3d Army, Southern Defense Command.

Fifth row: Willard L. Kline, KTSM; Lewis H. Avery, NAB; Tom Shugart, KGKO; T. B. Lanford, KRMD; Bert Horswell, KNET.

Denver Has 2-Day NAB Area Session

CRITICAL interest of listeners in radio's promotion of the war effort was discussed by Mrs. Dorothy Lewis, traveling representative of the NAB at the 14th NAB District meeting in Denver, Nov. 8-9. Speaking briefly of her talks with listener groups throughout the country, she emphasized that audiences are alert to the part radio is playing in the war, stressing their interest in the part the industry will play in the post-war readjustment.

The meetings of the 14th District, the largest geographic NAB unit, were attended by 49 broadcasters, government and industry representatives. Sessions were called to order at the New Albany Hotel by Ed Yocum, district director.

OWI Plan Approved

During the first day, Carl Haverlin, representing the Office of War Information, and Robert B. Hudson, of the Rocky Mountain Radio Council, a regional consultant of the OWI, presented the new OWI station allocation plan which will go into operation Jan. 1, 1943. Broadcasters unanimously endorsed the plan.

Other speakers at the opening session were: Lt. Col. R. G. Walters, commander of Security District No. 7; Lt. Comdr. Lloyd E. Yoder, Navy public relations; Maj. L. G. Ruth, Army public relations; Maj. Howard Peterson, chief, Seventh Service Command public relations radio bureau.

Mrs. Lewis talk was followed by a plea from Earl J. Glade, KSL, Salt Lake City, for more intelligent handling of announcements and government programs devoted to the prosecution of the war.

Mr. Carr Speaks

Eugene Carr of the Office of Censorship addressed the afternoon meeting, urging careful study of the Code, and citing examples of good and bad judgment. The session, like all other district meetings so far, unanimously endorsed the NAB stand in the Petrillo dispute.

Second-day meeting was devoted to sales problems under the chairmanship of Wagstaff, KDYL, district chairman of the Sales Managers Committee. A panel discussion was held in the morning, followed by presentation of the retail promotion committee plan to increase the percentage of retail advertising budgets spent in broadcasting. Lewis H. Avery addressed the luncheon meeting on "Good Taste in Radio Advertising."

Attending Denver Meeting

Colorado—R. H. Owen, C. C. Moore and James R. MacPherson, KOA; Hugh B. Terry, KLZ; V. W. Corbett, T. C. Ekrem, William D. Pyle and Con Hecker, KVOD; Cecil Seavy, Wally Reef, Holly Moyer, Gene O'Fallon and Frank Bishop, KFEL; Robert B. Hudson, Rocky Mountain Radio Council; Rex Howell, KFXJ; Maj. L. G Ruth, Public Relations Officer, Buckley Field; Lt. Com. Lloyd E. Yoder, Navy Public Relations Office; Sgt. Herb Trackman and Lt. Arwin D. Way, Army Public Relations Office, Fort Logan. Montana—Sacs Vratis and W. J. Mosby, KGVO; Ed Yocum, KGHL. California—Jennings Pierce, NBC; Ralph Block, Office of Civilian Defense. New York—Mrs. Dorothy Lewis, NAB; E. J. Gough, SESAC; Carl Haverlin, OWI and BMI. Nebraska—Maj. Howard Peterson, Chief, Radio Branch, Public Relations Bureau, Seventh Service Command. Washington, D. C.—Eugene Carr, Office of Censorship; Lewis H. Avery and Neville Miller, NAB. Idaho—Ruth A. Fletcher and Henry H. Fletcher, KSEI; Boyd Braithwaite and Mrs. C. G. Phillips, KIDO; Mrs. Florence M. Gardner, KTFI; O. P. Soule, KTFI-KSEI. Utah—W. E. Wagstaff, S. S. Fox and G. A. Provol, KDYL; Earl J. Glade, Dan H. Vincent, Ralph W. Hardy and Ed J. Broman, KSL; George C. Hatch, KLO-KOVO-KEUB. Wyoming—Donald Hathaway, KDFN; Lt. Col. R. G. Walters, Commander, Seventh Security District; W. C. Grove, KFBC; Milton Blink, Standard Radio.

Vitapac Test

VITAPAC Co., Chicago, is advertising a new vitamin product through Schwimmer & Scott, Chicago, marketed by mail. Company is testing an early morning quarter-hour five times a week on WGN, Chicago, and five-minute musical program three times a week on WLW, Cincinnati. More stations will be added, according to Walter Schwimmer, account executive.

Red Heart's Spots

MORRELL PACKING Co., Chicago (Red Heart Dog Food) has placed six 20-second station-break announcements a week on WOR, New York, and WBBM, Chicago. Announcements, of a good will nature, explain present distribution problems and inform buyers to return to grocery stores for Red Heart if present supply is exhausted.

WCKY The L. B. Wilson Station
CINCINNATI • 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

"We like the scripts ...we like the ideas... we like the program"
WAGM

● If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

IT'S A WBIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW

Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business.* It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies *must* have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow,* keep the War Bond Pay-roll Savings Plan rolling in *your* firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

If your firm has not already installed the Pay-roll Savings Plan, *now is the time to do so.* For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.

EVERYBODY EVERY PAYDAY AT LEAST 10%

Save With
War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

BROADCASTING MAGAZINE

OUTSTANDING BASEBALL Commentator of 1942" is the title given ll Corum, sports columnist of the *New York Journal-American*, for is broadcasting of the World's Series over MBS. The trophy was warded by Coxswain Charles C. Spink of the Coast Guard, son of G. Taylor Spink, publisher of *Sporting News*, in a WOR broadcast ov. 5. Participating were (l to r): Coxswain Charles C. Spink; Mr. orum; J. G. Taylor Spink; Tom Slater, MBS director of sports activies; Arthur Flynn, New York representative of *Sporting News*, which ade the award.

Fox Fur on 10

I. J. FOX, New York, furrier, will continue its schedule of a total of 600 transcribed announcements weekly on approximately 10 stations in the New York area for the winter season, Tom Slater, m.c. of Mutual's *This is Fort Dix*, and *The Better Half*, is announcer in a new series of Fox recordings now in preparation for use during the coming months. Lew Kashuk, the firm's advertising manager, placed the business.

Petrillo Inquiry

(*Continued from page 9*)

the light of the facts disclosed the more than three months of e Petrillo ban on transcriptions d records." The statement follows:

Committee's Statement

The ban on recordings was imsed by Mr. Petrillo without prior r subsequent demand or negotiation, d in the face of the existence of ny contracts between stations and als of the American Federation of abor which specifically provide that ere shall be no interference with e free flow of recordings. The unanious endorsement of the NAB's posion, at all district meetings thus far eld, makes it clear that the National sociation of Broadcasters is acrately expressing the industry's ntiments on these points:

1. THE BROADCASTERS' INERESTS ARE AT STAKE. Mr. trillo, by his own oral and written atements, made both before and ter his ban became effective, has not t the industry in the dark as to s ultimate objective: he is trying obtain money from broadcasting ations through the device of forced ployment. His ban was imposed in attempt to use the recording and nscription companies as a lever to ce unneeded employment, or payent in lieu of employment, on broadsting stations. Accordingly, the instry has come to the obvious consion that this is a broadcasters' oblem, even though the interests of cording and transcription companies d of the juke box industry are also volved.

2. THERE IS NO REAL ISSUE F UNEMPLOYMENT. The three nths since August 1 have demonrated that the present public conrn is with a manpower shortage in relation to the war effort rather than with alleged unemployment. In common with virtually all other industries, the broadcasting industry is encountering growing difficulty in finding trained, competent, full-time employees. The effect of enlistment, induction and absorption into war industry on Mr. Petrillo's union is already widespread; and this assumes added significance when coupled with the union's admission in 1940, before war factors were felt, that fully one-half of its membership consisted of non-professionals engaged primarily in trades and professions other than music.

3. COLLABORATION WITH MR. PETRILLO IS IMPOSSIBLE. Mr. Petrillo's failure to make specific demands on the affected industries presumably stems from his counsel's warning that an attempt to obtain forced employment from some broadcasting stations, using recordings as a lever, would expose the president of the American Federation of Musicians to prosecution for violation of law. Equal illegality might well attach to anybody else who might advance such proposals, especially since the Department of Justice has warned that it would regard a repetition of the 1937 IRNA deal as a violation of the anti-trust laws. Moreover, the NAB has no right or authority to suggest and no power to bind any broadcasting station to any expenditure. If Mr. Petrillo elected to make specific demands on individual stations, each station affected would consider these demands in the light of individual facts and circumstances. In this connection it will be recalled that most stations already employ musicians and enjoy good relations with their local unions; of the remainder, the majority are located in communities which either have no local union or in which competent full-time musicians are absolutely unavailable. It will also be noted that some 200 stations are even now losing money, and any substantial increase in their budgets would end the services which these stations provide for their communities. Another consideration involved is that no proposal can be made by any of the parties at interest which changes the legal right of the purchaser of a record to use it as he sees fit, without paying tribute to Mr. Petrillo's union. Any attempt to forbid such use would, therefore, be unenforceable. Finally, the broadcasting industry rejects any proposal that would require it to establish a private system of unemployment relief for the benefit of union musicians. Unemployment, when that condition exists, and the current manpower shortage are both problems of broad national concern. The broadcasting industry has greatly widened the employment opportunities of musicians and is paying fair wages to those it employs. In addition, no one today should offer to subsidize a man in order to keep him out of war work.

4. PUBLIC OPINION SUPPORTS OUR POSITION. Public reaction to Mr. Petrillo's order against recordings, and to his other acts, was spontaneous. Although Mr. Petrillo has sought to ascribe this reaction to an inspired "smear campaign," the fact is that the NAB issued no public statement and engaged in no press activity until the ban went into effect on August 1. By that time, public attitudes had already been crystallized and most of the country's newspapers had carried editorials intensely critical of Mr. Petrillo's action.

5. GOVERNMENT INTERVENTION RESULTED DIRECTLY FROM MR. PETRILLO'S ACTION. The Department of Justice initiated the action against Mr. Petrillo in the Federal Court. The investigation of the effect of his ban by the Federal Communications Commission was initiated by the Commission. The investigation of his activities in the United States Senate likewise came about without action or suggestion by the NAB. The NAB has cooperated with the Department of Justice, as it has and will with all other government departments interested in the problem. It filed a brief in the Federal case as a friend of the court, at the specific request of a representative of the Department of Justice, but it did not participate in the argument on the government's motion for a temporary injunction. The NAB has indicated, moreover, that it will participate, to the extent that the interests of broadcasters are involved, in any private litigation which may be brought.

6. ONLY MR. PETRILLO CAN SOLVE THE PROBLEM HE HIMSELF HAS CREATED. The situation which now exists is wholly one of Mr. Petrillo's creation. He has failed to identify the persons, if any, against, whom he asserts a grievance, or to make known what he expects these persons to do about it. Obviously, only Mr. Petrillo can solve this problem. No one else can formulate a grievance for him, or determine which persons, if any, should offer what to whom. The NAB, therefore, does not have open to it any course but to continue to oppose the ban which is imposing hardships upon our industry and upon the public it serves.

CLAIMING it as a first in radio history, WBYN, Brooklyn, presented transcribed rebroadcasts of President Roosevelt's Armistice Day Speech every hour on the hour from 12 noon to 6 p.m., Nov. 11, during its *We Bring You News* periods.

WILSON Employment Service Inc., Cleveland, recently added a radio placement department in response to requests for help in locating radio personnel. J. Leonard Beaner is in charge.

LEO BOULETTE, head of the Leo Boulette Agency, Three Rivers, Mich. who was critically injured in an automobile accident in June, has returned to his office.

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.

WRVA COVERS NORFOLK AND COVERS RICHMOND, VIRGINIA WITH 50,000 WATTS BOTH DAY AND NIGHT COLUMBIA NET WORK
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
CFNB Signal strength increased 25%

XUM

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

For
COLD TURKEY
on coverage, choice availabilities, and low cost wire—

WHEB
Portsmouth, New Hampshire
Boston Rep: BERTHA BANNAN

AP
WSNY, Schenectady, N. Y.
. . . our entire news staff joins me in congratulating you on the splendid job you are doing.
George R. Nelson,
General Manager.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Donald Nelson

(Continued from page 11)

of the functions of that system must be restricted in time of war, the proper exercise of the remaining functions become more important than ever. Our civilian economy is not a lot of separate pieces, scattered helter-skelter over the landscape; it's all one thing, an integrated whole which operates to keep the nation itself functioning. Every job in it is important. The jobs change, as war comes, to be sure—but they are still jobs the country needs, and the job of advertising is far from least among them.

Uses for Advertising

"What, then, are the needed uses for advertising in our war economy? As I see it, they are principally these:

"First, where a manufacturer continues to have goods to sell to the civilian market, advertising has the same role it always had—to help him sell them.

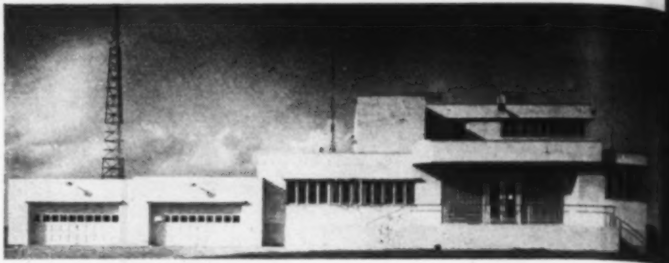
"Second, the manufacturer who is now selling his goods to the Government instead of to the civilian may still have a very proper need for advertising. He can very usefully, for instance, tell his former customers how to use and conserve and service the goods which he has previously sold them. Those goods in service may very well constitute the country's sole remaining stock of such articles—a stock which will have to do until the war ends. It is certainly right for the manufacturer to use advertising to help make that stock last.

"Then there are companies which, as far as the consuming public is concerned, are virtually out of business—either actually, or through conversion to war production. Where such a company expects to return to the civilian market after the war, it has a perfect right to use advertising to preserve its name and its good will. The Government fully recognizes the propriety of reasonable expenditures for advertising to preserve the value of those assets.

"Lastly, advertising has a very great usefulness as a means by which a company can participate directly in the war effort. Some extremely valuable work has been done by the national advertisers, the great advertising agencies and the various advertising media, in supporting such things as the salvage drive, for example. I would like to pay tribute right now to the innumerable organizations in individuals which have contributed time, money and skill to such campaigns. They have been a direct and genuine help toward winning the war—and I'm sure that's all the thanks any patriotic American wants in these days.

A Legitimate Tool

"The Government recognizes advertising as a legitimate tool of business and believes it has a useful role in our war effort. The various restrictions which affect business and hence affect advertising arise from the necessities of the war situation and from nothing else. We ask you to recognize, in turn, that you can't hope to have business as usual during this war, and that until peace comes, the field in which you can operate will be rather sharply restricted—but the field will continue to be there, and it won't be restricted any more than is absolutely necessary."



MODERNISTIC IN DESIGN is the home of the new 50,000-watt R transmitting equipment of KTRH, Houston, which will soon take air on 740 kc. Located near Goosecreek, Tex., on Cedar Bayou, the pla is equipped with spacious living quarters for the engineering staff their families. In the background can be seen the four-antenna di tional array. KTRH, Houston, now operating with 5,000 watts on 1320 is about to go to its new power and wavelength.

Meeting of AAAA Is Slated Nov. 17

Eastern Session to Consider Advertising's War Role

EASTERN annual meeting of the American Assn. of Advertising Agencies, to be held at the Hotel Roosevelt, New York, Nov. 17, will be devoted chiefly to discussions of what advertising is doing and what more it can do in the nation's war effort.

Paul Hollister, CBS vice-president in charge of advertising and sales promotion, will report on "How Radio Is Meeting War Conditions"; Frank E. Tripp, general manager, Gannett Newspapers, will analyze current newspaper advertising and Col. Willard Chevalier, publisher, *Business Week*, will speak on business paper advertising in a session on media which will be part of the afternoon meeting.

Advertising's Role

Other speakers and topics scheduled for the afternoon, when attendance will be restricted to AAAA members, are: Ken R. Dyke, chief, bureau of campaigns, OWI, "The Job Ahead for Advertising as Seen by the Government"; Dr. Kenneth Dameron, director, Committee on Consumer Relations in Advertising, "The Consumer Looks at Advertising in Wartime"; Walter von Tresckow, economist, writer and president, Halstead Traffic Communications Corp., "What Is the Place of Advertising in a Changing National Economy?;" C. B. Larrabee, president, Printers Ink Publishing Co., "Problems Confronting Advertising Under a Shift to a War Economy".

The aims, policies, projects and accomplishments of the Advertis Council will be presented dur the dinner and evening meeting, which all eastern advertising ag cies, whether AAAA members not, have been invited. Chester LaRoche, chairman, and Dr. Mill McClintock, executive director the Council, will speak during th part of the program.

The council will also display comprehensive exhibit of the a vertising material prepared f various Government departme working through and with th council. Exhibit will include adve tising from projected campai not yet released as well as adve tising which has already run part of previous campaigns.

New York Council of the AAA is sponsoring the meeting.

Xmas Club Campaign

CHRISTMAS CLUB, a corpor tion with headquarters in Ne York, will inaugurate its annu pre-holiday campaign in behalf its savings accounts Dec. 1, usi a radio schedule somewhat larg than last year. Transcribed a nouncements will be aired abo five times weekly on from 45 50 stations for one week. Comme cials will promote a contest f the best slogan on the general su ject of thrift. A total of $5,0 in War Bonds will be distribut as prizes. Brooke, Smith, Fren & Dorrance, New York, is t agency.

Canary Test

CANARY BIRDS Co., Chica has purchased a quarter-hour, times a week on WIBC, Indiana lis, as a test for selling canaries mail. Canaries, expressed from Ch cago, sell for $9.95, collect. Agen is United Adv. Cos., Chicago.

WORSE 'N THAT—NOW MOM WON'T LET ME LISTEN TO
KXOK
ST. LOUIS, MO.
BOY!—YOU'LL GET A LICKING!
630 KC. 5000 WATTS DAY AN
NIGHT ★ BLUE NETWOR

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

NNOUNCER—With a sincere selling voice who can either sell or write copy. Draft exempt. Good salary and commission to right man. WKPT, Kingsport, Tennessee.

MALE COMMERCIAL COPY WRITER Who can write selling copy. Salary secondary if you can do the job. WKPT, Kingsport, Tennessee.

lesman — For progressive midwestern 5,000 watt CBS affiliated station. Straight salary. Please state marital and draft status in first letter, also salary expected, and if convenient, enclose photo. Box 26, BROADCASTING.

ief Operator—Permanent position with progressive local. Give complete details. Box 42, BROADCASTING.

st or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

NNOUNCER-SALESMAN—Local market. Salary plus commission. Job has been paying up to $265 monthly. Full details first letter. Box 27, BROADCASTING.

mbination Announcer-Operator Wanted —Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

perienced Announcer-News Man — Ship audition transcription and letter containing experience, draft status, photo, etc., to Henry Hickman, WFBR, Baltimore, Maryland. Material will be returned.

NNOUNCER—Good salary, talent opportunities. Send audition transcription and details. WJTN, Jamestown, N. Y.

ESTERN STATION WANTS — Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 31, BROADCASTING.

NGINEERS—Both transmitter and control for midwest 5 KW network station. State education, experience, draft status, expected salary (open), and send photograph. Box 29, BROADCASTING.

gineer—Immediately. Pleasant surroundings. Good wages. Wire Station KFMB, San Diego, California.

perienced Time Salesman—Midwest regional CBS affiliate. Excellent opportunity. Contact W. J. Rothschild, Station WTAD, Quincy, Illinois.

nouncer — Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 32, BROADCASTING.

lesman — Capable, hard worker, make real money, commission, bonus. New York State. Draft exempt. Box 33, BROADCASTING.

NGINEER-ANNOUNCER — 50 dollars weekly for 48-hour week. First ticket with limited maintenance ability only. Box 28, BROADCASTING.

nouncer-Salesman — Live N. Y. Local. Salary - commission - bonus. Complete details first letter. Box 34, BROADCASTING.

wo Good, Experienced ANNOUNCERS— Right salary to right men. PERMANENT connection. Near Detroit. Write full details. Box 45, BROADCASTING.

Help Wanted (Cont'd)

WANTED—Young woman for responsible position on Virginia local station. Must be able to type, write continuity and meet people. Sales experience also desired. Permanent position for the right person. Send full particulars first letter. Box 44, BROADCASTING.

Situations Wanted

Announcer—23, College graduate, 4-F. Two years' experience—network affiliate and independent stations. Handled News, name bands, special events, production, acting. Desire position in or near San Francisco, Chicago, or New York. Consider others. State maximum starting salary. Box 47, BROADCASTING.

Small station Manager—Desires permanent location. Married, 4-F, college, dependable, sober, honest. Fully experienced. Capable, complete control. Give full details. Box 48, BROADCASTING.

Engineer—Desires affiliation with progressive regional. Handle all engineering problems and supervise technical operations. Now employed but desire change. Box 40, BROADCASTING.

STATION MANAGER—Desires change to more prosperous market or commercial manager for larger station. Five years' radio experience local and regional and seven years' newspaper advertising. Box 36, BROADCASTING.

Announcer—Experienced. Versatile. Newscaster. Operates control board. Recently nineteen. Mature voice. Available after 21st. Network preferred. Anywhere. Wilbur Dillner, WMOG, Brunswick, Georgia.

Program Director in Small Station — 13 years' experience. Announce, write commercial, sustaining, act, direct, production, station publicity and promotion, write and announce P. I., ad lib hillbilly to symphony. Write Box 37, BROADCASTING.

SALESMAN — Merchandising man. Employed. Married. Children. College, advertising agency, sales promotion background. Opportunity important. Outline proposition. Box 39, BROADCASTING.

First Class Phone License—Some experience. Draft deferred. Kindly give details about job and salary in answer. Box 38, BROADCASTING.

Writer-Production Man-Announcer — Draft deferred. Employed. Available for Midwest station or agency. Box 35, BROADCASTING.

FARM PROGRAM DIRECTOR—Experienced in planning, writing, announcing, producing. Presently employed at station with large rural audience. Married, two children, 3A. Box 43, BROADCASTING.

Wanted to Buy

An Individual Desires a 250 Watt Radio Station—In the southern or western part of the U. S., but will also consider any good proposition. State full particulars. All replies confidential. Box 46, BROADCASTING.

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Radio Station KLO, Ogden, Utah.

For Sale

W.E. 310-B 250 Watt Transmitter — Complete, 175-foot Blaw-Knox self-supporting radiator. Delivery January. Box 41, BROADCASTING.

BAILEY TORPEDOED
Quiz Kids Business Manager To Return to Duty

LT. (J.G.) JOSEPH W. BAILEY, USNR, formerly of Louis G. Cowan Co., Chicago, and business manager of the *Quiz Kids*, sponsored on the BLUE by Miles Labs., Elkhart, returned to Chicago last week after his ship had been sunk by a Nazi submarine in the Atlantic.

Commander of the gun crew aboard ship, Lt. Bailey related that after the freighter had been torpedoed he spent about two hours in the water, when he was picked up by one of the life boats. The morning following the sinking, the submarine came up and the commander distributed ersatz bread and German cigarettes among the torpedoed victims, informing them they were 800 miles from land.

After the submarine left, the boat containing Lt. Bailey and other members of the crew was adrift for six days when it was found by an Argentine tanker bound for Buenos Aires. Lt. Bailey is expected to return to active duty within a few days.

The TEXAS RANGERS
Transcribed Library
is on

KSFO
San Francisco

and other stations, large and small, coast to coast

Available also to agencies and advertisers. For full details, write

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORY CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of
the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
FOR
RESULTS!

XUM

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 7 TO NOVEMBER 13 INCLUSIVE

Decisions . . .

NOVEMBER 9

NEW, Northeastern Penna. Broadcasters Inc., Wilkes-Barre—Denied petition to hold hearings at Wilkes-Barre.

NOVEMBER 12

WMIS, Natchez, WGRM, Greenwood, Miss.—Granted motion to take depositions.

WKBW-WGR, Buffalo—Granted motion postpone hearing scheduled for Nov. 20 to Dec. 8.

WTCN, Minneapolis—Granted motion to intervene in hearings on WMRO, Aurora, Ill., application for modification of license.

WHKC—Columbus, O.—Denied motion to cancel hearing set for Dec. 2. On Commission's motion, hearing continued to Dec. 16.

WIOD, Miami—Granted motion to dismiss without prejudice application for CP.

NEW, Raymond C. Hammett, Talladega, Ala.—Granted dismissal without prejudice of application for CP.

WINK, Louisville—Granted dismissal without prejudice of application to modify license.

Applications . . .

NOVEMBER 10

KFXM, San Bernardino, Cal.—Amend CP to ask change in hours of operation only.

NOVEMBER 11

WNAC, Boston—Extend special service authorization for 5 kw until Oct. 1, 1944.

NOVEMBER 12

KVOO, Tulsa—Extend special service authorization for 25 kw N, 50 kw D, until Feb. 3, 1943.

Tentative Calendar . . .

WMRO, Aurora, Ill.—Modification of license for 1280 kc. with 100 w N, 250 w D, unlimited. (Nov. 19).

WALB, Albany, Ga.—Consolidated hearing for voluntary assignment of license; renewal of license for 1590 kc., 1 kw, unlimited; CP for 1550 kc., 1 kw, unlimited. (Nov. 19).

WRNL Training Girls For Engineering Staff

THREE WOMEN of Richmond, are well on their way to being licensed as radiotelephone operators, second class, as a result of encouragement offered by WRNL, Richmond.

Mrs. Dorothea Brown, Mrs. Ruth Dorin and Miss Ethel Teal are at present on the station's payroll and undergoing training at Richmond College and under the tutelage of Walter Selden, chief engineer. Mrs. Brown and Mrs. Dorin have been housewives for the last ten years, while Miss Teal has been on "utility" duty at WRNL since her graduation from William & Mary last June. Mrs. Brown is the only one of the trio who had had prior practical experience in radio, being the first woman in Virginia to obtain a shortwave operator's license, at the age of 17.

FTC Headache Cases

EXTENSIONS until Dec. 9 were given by the Federal Trade Commission last week to B. C. Remedy Co., Durham, N. C. (BC Headache Powder) and Emerson Drug Co., Baltimore (Bromo-Seltzer), two of six headache powder and medicinal remedy firms charged with misleading advertising in complaints issued Oct. 21.

TOP PRICES FIXED ON SCRAP RECORDS

MAXIMUM prices for scrap records at the present market level were established by the Office of Price Administration Nov. 8 in a move to maintain a steady flow of scrap material to permit and encourage the production of new records.

In issuing the order, OPA said that it intended to restore normal prices for scrap, "which in some instances has increased to unwarranted levels". The regulations require that when a manufacturer or dealer receives old records or scrap in connection with the sale of new records, he may not pay more than 6 cents a pound for record scrap in bulk; 4 cents for each 12-inch record; 2½ for each 10-inch one.

Retail dealers must make minimum allowance for records turned in toward new ones of 2 cents for 10-inch solid stock; 3 cents for 12-inch solid stock; 1 cent for 10-inch laminated; 1½ for 12-inch laminated; 4 cents for broken record scrap.

PRINTERS INK Corp., New York, on Nov. 15 moved from its present quarters at 185 Madison Ave., to 205 East 42nd St.

MANPOWER PROBLEM at KNDT, Denton, Tex., was partially solved by comely and smooth-as-velvet voiced Eloise Johnson, 18-year-old North Texas State Teachers College student, who does a seven-hour stint daily as staff announcer. Miss Johnson bicycles from downtown studios to campus classes, and reads everything from football scores to aspirin squibs.

Moseley's 31st

SYDNEY MOSELEY, MBS commentator, who stated in his autobiography, *Truth About a Journalist*, that he would write no more books, is at work on his 31st publication, tentatively titled *The Battle for America*. Based on the author's personal experiences as reporter in Europe and this country, the book deals with lessons to be learned from the current conflict.

ARE YOU

Making Good in Your New Radio Job?

There is no "ceiling" to the better jobs available today. CREI home study courses provide the practical technical training you need to "make good" in your present job—and to prepare for a secure future after the war is over.

Hundreds of practical radiomen have been placed in responsible operating and engineering jobs in the broadcasting industry . . . jobs, which in many instances, require a thorough knowledge of practical radio engineering. This message is addressed to you, who are now in jobs which may be "over your head". We can help you now.

If you are a practical radioman who realizes that fortunate circumstances have placed you in a job requiring technical ability of a high calibre . . .
If you are smart enough to know that you will "get by" only so long as a fully qualified man is unavailable . . .
If you have the ambition to make good in your new job and to rise to even a still better job . . .

—then a CREI home study course in Practical Radio Engineering will help you to acquire the necessary technical knowledge and ability which is demanded by the better, higher-paying technical positions in broadcasting.

CREI Students, Graduates, ATTENTION!
The CREI Placement Bureau is flooded with requests for radiomen. Employers in all branches of radio want trained men. Your Government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity. If you are or will be in need of re-employment write your CREI Placement Bureau at once.

SEND FOR OUR FREE BOOKLET
about CREI Home Study Courses

If you are a professional radioman and want to make more money, let us prove to you that we have something you need to qualify for a better engineering job. To help us intelligently answer your inquiry, please state briefly your background of experience, education and present position.

CAPITOL RADIO ENGINEERING INSTITUTE
Home Study Courses in Practical Radio Engineering for Professional Self-Improvement
DEPT. B-11, 3224 16th Street, N. W. Washington, D. C.
Contractors to U. S. Signal Corps and U. S. Coast Guard.
Providers of well-trained Technical Radiomen for Industry

Network Account

All time Eastern Wartime unless indica

New Business

ACME BREWERIES, San Francis (Acme Beer), on Nov. 6 started 4 broad casts *Jack Kirkwood's Breakfast Club* o eight Mutual-Don Lee California statio (KFRC KIEM KHSL KVCV KDON KYO KMYC KFRE) Fridays, 8:15-8:30 a.m (PWT). Agency: Brisacher, Davis & Sta San Francisco.

ITALIAN SWISS COLONY, Asti, Ca (wines), on Oct. 12 started 51 broad casts of *Fulton Lewis Jr.* on 3 Mutual-Do Lee California stations (KHJ, KFRC KGB) Mon., Wed., Fri., 9:45-10 p.m (PWT). Agency: Leon Livingston Adv San Francisco.

GOTHAM SILK HOSIERY Co., New York, on Nov. 16 starts Pegeen Fitz gerald's *Strictly Personal* on 56 MBS sta tions, Mon., Wed., Fri., 1:35-1:45 p.m Placed direct.

A. SCHRADER'S SONS, Brooklyn (w industry), on Tues., Nov. 17, 4:15-5 p.m will sponsor single broadcast of "E" awa ceremonies on 143 BLUE stations. Agency E. M. Freystadt Associates, N. Y.

LUMBERMEN'S MUTUAL Casualty In surance Co., Chicago, on Nov. 22 star *Upton Close*, Commentator, on 56 MB stations, Sun., 5:15-5:30 p.m. Agency Leo Burnett Co., Chicago.

Renewal Accounts

CHLORINE SOLUTIONS Inc., Los Angeles (Hy-Pro bleach, cleaner), on Dec. renews for 13 weeks, participation in *Breakfast at Sardi's* on 9 BLUE California stations, plus KEX, Portland, Sat., 9:30-10 a.m. (PWT). Agency: Barton A Stebbins Adv., Los Angeles.

Network Changes

SERUTAN Co., Jersey City, (Serutan), on Nov. 15 shifted *Drew Pearson* from 6:30-6:45 p.m. to 7-7:15 p.m., at the same time adding 27 BLUE stations, making a total of 54 BLUE stations. Agency Raymond Spector Co., N. Y.

LEWIS HOWE Co., St. Louis (Tums), on Nov. 17 shifts *Treasure Chest* on 1 NBC stations, Tuesday, 8:30-9 p.m (EWT), from New York to Hollywood Agency: Roche, Williams & Cunning ham, N. Y.

FISHER FLOURING MILLS Co., Seattle (waffle flour), on Dec. 1 for 13 weeks, increases participation in *Breakfast a Sardi's* on 13 BLUE Pacific station Tues., Thurs., 9:30-10 a.m. (PWT). Agency: Pacific National Adv., Seattle.

Quaker Agencies

QUAKER OATS Co., Chicago, according to announcement by Donald B. Douglas, vice-president in charge of advertising, has appointed Sherman & Marquette, Chicago, as its agency for the placement of magazine, newspaper and outdoor advertising on the Sparkies and Puffed Wheat accounts. Ruthrauff and Ryan, Chicago, will continue to handle the Sparkies radio advertising as well as the advertising for Quaker and Mother's Oats, Oaties, Quaker Corn Meal and Ken-L-Ration while Sherman & Marquette directs the Quaker Ful-O-Pep Feeds accoun

GLENN WHEATON, Hollywood pro ducer-director of *Command Perform ance*, program shortwaved to th AEF, was in Washington last we for conferences on the Christmas E broadcast of that show with Lt. C Ed M. Kirby, chief of the ra branch, War Dept. Bureau of Pub Relations. Wheaton currently is New York to produce three progra

WILLIAM GALLOW, media dire tor of William H. Weintraub & Co New York, has been named treasur of the agency, and Elkin Kaufma previously secretary-treasurer, h been appointed vice-president a secretary. Paul Rand, art director, h become a vice-president.

New War Program Is Outlined by IRE

Van Dyck Praises Radio Engineers for Efforts

WARTIME needs and obligations of the Institute of Radio Engineers will be met in a five-point war program announced last week by Arthur F. Van Dyck, president of the IRE, at a meeting of the Institute in Rochester, N. Y. The program follows:

1. Aid in allocation of manpower to improve the war effort.
2. Aid in standardization and simplification of parts and equipment in radio material used by the armed forces.
3. Broaden the scope of operations to include new applications of radio, which may be called electronics or radionics.
4. Streamline the IRE organization to operate at maximum efficiency.
5. Conduct post-war planning for radio and radionics, particularly television.

Big Post-War Job

Mr. Van Dyck, who will be succeeded as 1943 IRE president by Dr. Lynde P. Wheeler, of the FCC [BROADCASTING, Nov. 9], stressed the extraordinary importance of radio in the war and said that to the radio engineer must go credit for developments which have greatly enhanced the communication of planes, ships and tanks, as well as that of the infantry. He pointed to the increased utilization of radio made possible by new devices, many of which must remain military secrets until after the war.

"Radio engineers are devoting time and overtime in helping to win the war," said Mr. Van Dyck. "They will be entitled to good vacations when it is over, but even then they are not likely to get any time to rest up. The Armistice of this war will be heralded by radio loudspeakers all over the world, and will mark not only the end of the conflict but the beginning of a new period in which radio engineers will find it a vital duty to translate radio war developments to peacetime benefit as rapidly as possible."

Darlington on BWC

EDGAR T. DARLINGTON, vice-president of the American Communications Association, CIO affiliate, has been appointed CIO representative on the Domestic Broadcast Committee of the BWC. He is a veteran of 30 years in the communications field.

Fly Foresees a Tremendous Post-War Expansion for Radio and Television

PREDICTING a great expansion of radio in all its phases after the war is over, FCC Chairman James Lawrence Fly on Nov. 9 urged a joint meeting of the Institute of Radio Engineers and the Radio Manufacturers Assn., at Rochester, N. Y., to complete formation of a committee or committees to work on post-war problems. He suggested that the technicians continue the development of new ideas and exchange ideas toward the solution of present problems and those "just around the corner."

Chairman Fly, commenting on the radio engineering phases of the war, said that radio equipment now in use by our fighting forces is "matching our highest hopes" but warned against overconfidence and pointed to the paths ahead.

"It's always a bit awe inspiring to undertake to get the experts told," said Mr. Fly

Wheeler, Jett Lauded

"The datelines on daily news stories show how far afield our various machines of war operate," said Mr. Fly. "None operate more remotely than our submarines. Incidentally, it may surprise many of you to learn that the man who will be the IRE president in 1943 [Dr. L. P. Wheeler, chief of the FCC Engineering Department's technical information center], contributed a great deal to make these submarine operations possible. Over long periods he conducted research inside a 'pig boat', as it lay on the bottom of Hawaiian waters. His work on electronics has done much to make our submarines the most feared in the world.

"We know that after this war our radio machine will be plunging ahead with a far greater speed. The machines cannot be stopped nor even permitted to slow down. At that time we will have to readjust its direction and continue to move ahead . . . I want, therefore, to suggest that you consider the formation of a committe or committees to work on post-war problems."

Jett a 'Spark Plug'

Mr. Fly took occasion to praise highly the work of Ewell K. Jett, FCC chief engineer, whom he characterized as the "spark plug of the Board of War Communications."

"In addition to the problems of readjustments, reorganization, reconversion of plant equipment and the many others with which we have had experience in passing from peace to war," he said, "there are others which we can see most clearly at this time:

"First, we can confidently predict a great expansion of the television and frequency modulation broadcast and general communications services, and planning for their proper development is definitely in order. As you know, the present plant and status of the broadcasting industry is practically frozen, both by license and priority regulations.

"Therefore, a committee working on this problem can do so with relative confidence because depreciation and obsolescence of existing plant is running on just as usual. With time—and the possibility of fully developed plans for television and frequency modulation and improvements in the other fields—the economic obstacles normally facing new technological advances will be of less concern. This will be particularly true where our business executives see that sound depreciation policies continue to be employed.

Leftover War Supplies

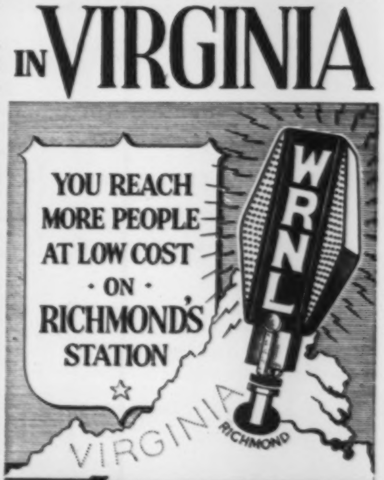
"Second, somewhat related to the first problem, is the fact that there will be a great surplus of radio war equipment. In addition, there will be new types which are the result of new developments and inventions which may not be revealed at this time. The disposal of this equipment certainly constitutes a major objective.

"Third, there will be many thousands of men with new skills gained in the armed forces—skills in radio which will have to find a place. Then there are the many women who have absorbed skills in radio repair and installation while working in the aircraft factories and other plants now devoted to war production. It is certain that an appreciable proportion will want to continue in this line of work. Employment for all of these people, who most certainly will want to work with us in radio, is something to think about at this time.

"Fourth, radio has been on the move into fields other than communications. This trend started even before the war. In the case of medicine and surgery as many as 80,000 diathermy machines have been registered with the Commission; and this hardly indicates the extent to which radio is being used for the relief of human life. Radio is moving rapidly into industrial applications, too, for precision measurements and testing and for the synthesis, manufacture and processing of new materials. Its progress needs to be carefully watched in this direction as it is likely to become an essential and invaluable tool of almost every modern industry. Better health, comfort, convenience and safety are only a few of the boons which post-war radio will give mankind.

"It is quite probable that in the post-war period we shall become the world's principal suppliers of radio equipment. We shall have to make provision for this export trade. And in this connection we must not overlook the potential importance of international broadcasting as a method of assuring an enduring peace. New methods and techniques may be found in the broadcasting of sound and pictures to peoples of foreign lands to give visual and living emphasis to aspirations common to people of good will everywhere. Color television must be developed. The distance limitations hitherto imposed upon television must be broken down. You engineers already have a pincers movement under way against this one obstacle. We are bound to have a feasible method for the long distance relay of television by high frequency emissions."

IN VIRGINIA



5000
WATTS
DAY AND NIGHT
910 KC
EDWARD PETRY & CO.INC.
NATIONAL REPRESENTATIVES

ILLINOIS?
For a big chunk of it, use the DECATUR station,
WSOY
250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

Wider Scope for Radio Seen At Chicago Educators Session

Commercial Broadcasting Praised for Service And Educational Programs; Citations Given

GREATER utilization of radio in education in connection with the war effort was emphasized at the Sixth Annual School Broadcast Conference held last Tuesday through Thursday at the Morrison Hotel, Chicago, while the cooperation of commercial radio in presenting service and educational programs was praised by the 500 radio educators.

The annual banquet Wednesday evening was presided over by Maj. Harold W. Kent, executive chairman of the School Broadcast Conference, on active duty with the radio branch of the War Dept. The annual award of merit for outstanding service in educational radio during the past year was presented to Robert B. Hudson, director of the Rocky Mountain Radio Council, Denver.

A special citation was awarded to KIRO, Seattle, and to Lt. Hazel Kenyon, educational director, who last week joined the WAVES, and to Gordon Davis, script writer, for the pledge of allegiance program broadcast by KIRO to workers in industry three times every 24 hours.

Easing Teacher Shortage

Due to the present shortage of teachers, greater use of radio in education was predicted during panel discussions, and the function of the OWI in clearing information to the schools through radio was praised as an aid to the war effort.

Thomas D. Rishworth, assistant public service director of NBC, outlined before a discussion group the accomplishments of the *Inter-American University of the Air*, while Lyman Bryson, educational director of CBS, revealed that CBS has filled 142,000 requests for school manuals, an increase of 30% over last year.

Dr. Bryson, who delivered the major address at the banquet, pointed out that radio has an important function as a post-war public forum, not to settle questions specifically but to provide an impartial sounding board where the real issues can be put before the people to determine for themselves. He said that CBS at present has six research workers in its educational department studying post-war radio plans.

Regarding his work with the OWI, Dr. Bryson, who is also serving with that agency as chief of special operations, said "this bureau has had a strong fight against secrecy but the fight pertains chiefly to facts the public should know. Radio has been one of the contributing factors toward unifying the country, and the people through that medium of radio are better informed than they were in the previous war."

Citations to Teachers

Citations were awarded at the banquet to individual teachers for the best classroom utilization of the educational broadcasts *Young America Answers* on WBBM, *Let the Artist Speak* on WIND, and *Mother Goose Lady* on WAIT, all Chicago stations.

Station and network executives and educational directors who participated in the three-day conference were: Michael Hanna, WHCU, Ithaca; Chester Duncan, Luke Roberts, KOIN, Portland; Erwin Johnson, WBNS, Columbus; Jennings Pierce, NBC, Los Angeles; Judith Waller, NBC, Chicago; Thomas D. Rishworth, Dwight Herrick, NBC; M. S. Novik, WNYC, New York; Harold McCarty, Harold Engle, WHA, Madison, Wis.; Lyman Bryson, Leon Levine, CBS, New York; Prof. J. T. Frederick, Lavinnia Schwartz, CBS, Chicago; William E. Drips, Blue; Richard S. Lambert, Canadian Broadcasting Corp.; Carl George, WGAR, Cleveland; Mrs. Dorothy Lewis, NAB; Clarence Moore, KOA, Denver; Leonard Gross, KPO, San Francisco; Al Hollender, WJJD, Chicago; George C. Jennings, Radio Council, Chicago.

Rishworth Is Inducted

THOMAS D. RISHWORTH, NBC Eastern Division public service program manager, has been inducted into the Army and leaves for Fort Dix Nov. 16. His duties will be assumed by William Burke Miller, who will continue as Eastern Division program manager and war program manager.

Cooper Blade Expands

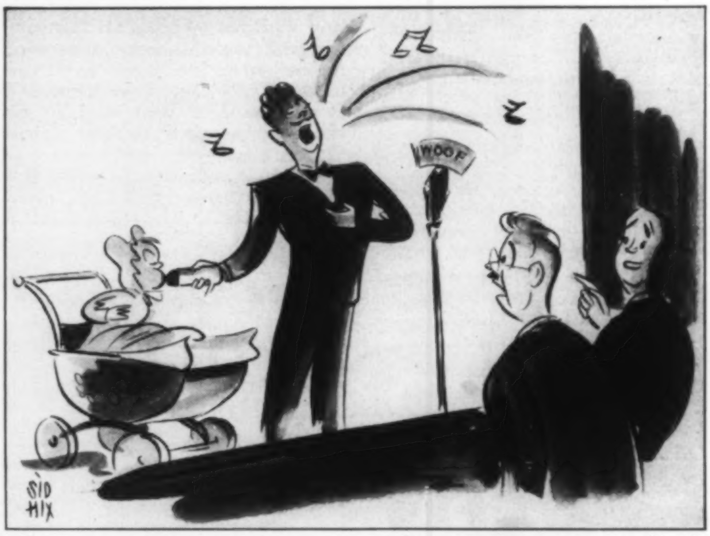
COOPER SAFETY Corp., Brooklyn, in a drive to promote a new-type razor blade [BROADCASTING, Sept. 21] has increased its radio schedule with participations five-times weekly on WJZ, New York, using Ed East's morning program plus *The Kibitzers* six-times weekly on WMAL, Washington. With announcements on WEBR, Buffalo, started several months ago, Cooper is now using three stations, and will expand to other markets as soon as distribution plans are complete. Radio is being used in conjunction with newspapers and magazines. With increased restrictions on the manufacture of blades, commercials are stressing the steel conservation angle, stating that the Cooper blade allows 15 to 30 shaves to one blade. Heffelfinger Agency, New York, handles the account.

Smithgall Heads WAGA

CHARLES A. SMITHGALL Jr., for ten years prominent in the Atlanta broadcasting field, was named general manager of WAGA last week by George B. Storer, president of Fort Industry Co. Mr. Smithgall, a graduate of Georgia Tech who was recently elected vice-president of the Georgia Assn. of Broadcasters and has served as radio director of the Burton E. Wyatt Company, Atlanta agency, succeeds Don Ioset, who has been called to the home office of the Fort Industry Co. in Toledo to fill an executive post created by induction of company personnel into the armed forces.

NRDGA Conference

NATIONAL RETAIL Dry Goods Assn. will hold a five-day conference at the Pennsylvania Hotel, New York, starting Jan. 11. "The Effects of the War on Retailing During 1943," will be discussed at the opening session on the night of Jan. 11, with Frank M. Mayfield, NRDGA president, as a speaker. Included among the topics to be considered are: "Price Regulations," Jan. 13, and "Post War Planning," Jan. 14.



Drawn for BROADCASTING by Sid Hix

"His Wife's a Welder at Lockheed!"

GOVERNMENT GETS GRID GAME PLUGS

ARRANGEMENTS have been completed for War Bond, Army and Navy plugs on three major networks during the broadcast of the Army-Navy game Nov. 28 from Annapolis, according to Charles J. Gilchrest, chief of the radio section of the Treasury War Savings Staff.

Approximately 400 stations of NBC, CBS and MBS will carry the game which will be sponsored on the Atlantic seaboard by the Standard Oil Co. of New Jersey for Esso Marketers. The company is paying $100,000 for broadcast rights and the sum will be divided equally between the Army Emergency Fund and the Navy Relief Society.

It is estimated 300 stations will carry the War Bond-Army-Navy plugs, chiefly in midwestern [illegible] western States, while Esso plugs reach eastern listeners. The arrangement has been approved by the Treasury, Office of War Information, the Army, Navy, Standard Oil and Marschalk & Pratt, agency in charge, as well as the three networks. Shortwave arrangements are also under way.

The game will be covered for NBC by Bill Stern, with color by Ken Carpenter; for CBS by Ted Husing assisted by Jimmy Dolan; Mel Allen and Connie Desmond will announce for Mutual. A record audience is expected to hear the game, since civilian travel has been restricted by the Government and attendance will be small.

Elgin's Salutes

ELGIN WATCH Co., Elgin, Ill., through J. Walter Thompson Co., Chicago, in a salute to men in service, will sponsor two special programs of two hours each on CBS stations on Thanksgiving Day, Thursday, 4-6 p.m. (EWT), and Christmas Day, Friday, 4-6 p.m. (EWT). Originating from Hollywood with Don Ameche as m.c., the variety type shows will also be shortwaved and feature top film and radio talent. J. Walter Thompson Co. has assigned its entire Hollywood writer and director staf to production details.

Fanny Farmer to Radio

FANNY FARMER Candy S Rochester, N. Y., following a seri of tests last summer in Detroit, i changing the emphasis for advertising its stores from newspaper to radio, using the latter media fo the first time in its history. Starting at varying times this winter the company will use women's participation programs on 21 stations. Agency is J. Walter Thompson Co., New York.

Upton Close's New Sponsor

LUMBERMAN'S MUTUAL Casua ty Co., Chicago, sponsor of Sunda broadcasts by NBC's commentator V. Kaltenborn, until May of year, has signed for a Sunday ne program on Mutual, featuring Upto Close, author and commentator. S ries starts Nov. 22, in the 5:15-5:3 p.m. period. Mr. Close, a free age in his radio affiliations, is current sponsored on NBC Sundays 3:15-3:3 p.m. by W. A. Sheaffer Co., Fo Madison, Ia. (pens and pencils). I surance firm's agency is Burnett C Chicago.

"FROM HERE ON, IT'S UP TO THE RETAILER"

Says **H. R. BAKER,** Field Agent for
56 Volunteer Stores associated with
THE GILBERT GROCERY COMPANY,
Portsmouth, Ohio.

"Now, more than ever, the movement of any one product is up to the retailer. Our experience shows that when a customer calls for a nationally advertised product, and it is out of stock, she will take any brand recommended by the grocer, at least fifty per cent of the time.

"Therefore, it would appear logical that manufacturers give more thought and attention to dealers than ever. Goodness knows a retailer has enough problems, what with price ceilings, shortages that make it hard to keep volume up, etc. Now, if these problems are further complicated by the loss of advertising help, the good will and desire to co-operate that have been built up through the years will be lost.

"The war has done one thing—it has brought into sharp focus the true importance of the dealer in relation to the whole food distribution picture. And any advertiser who now ignores this fact will be sharply reminded of it, at considerable expense, in the future."

No. 7 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WAR-TIME ADVERTISING.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION